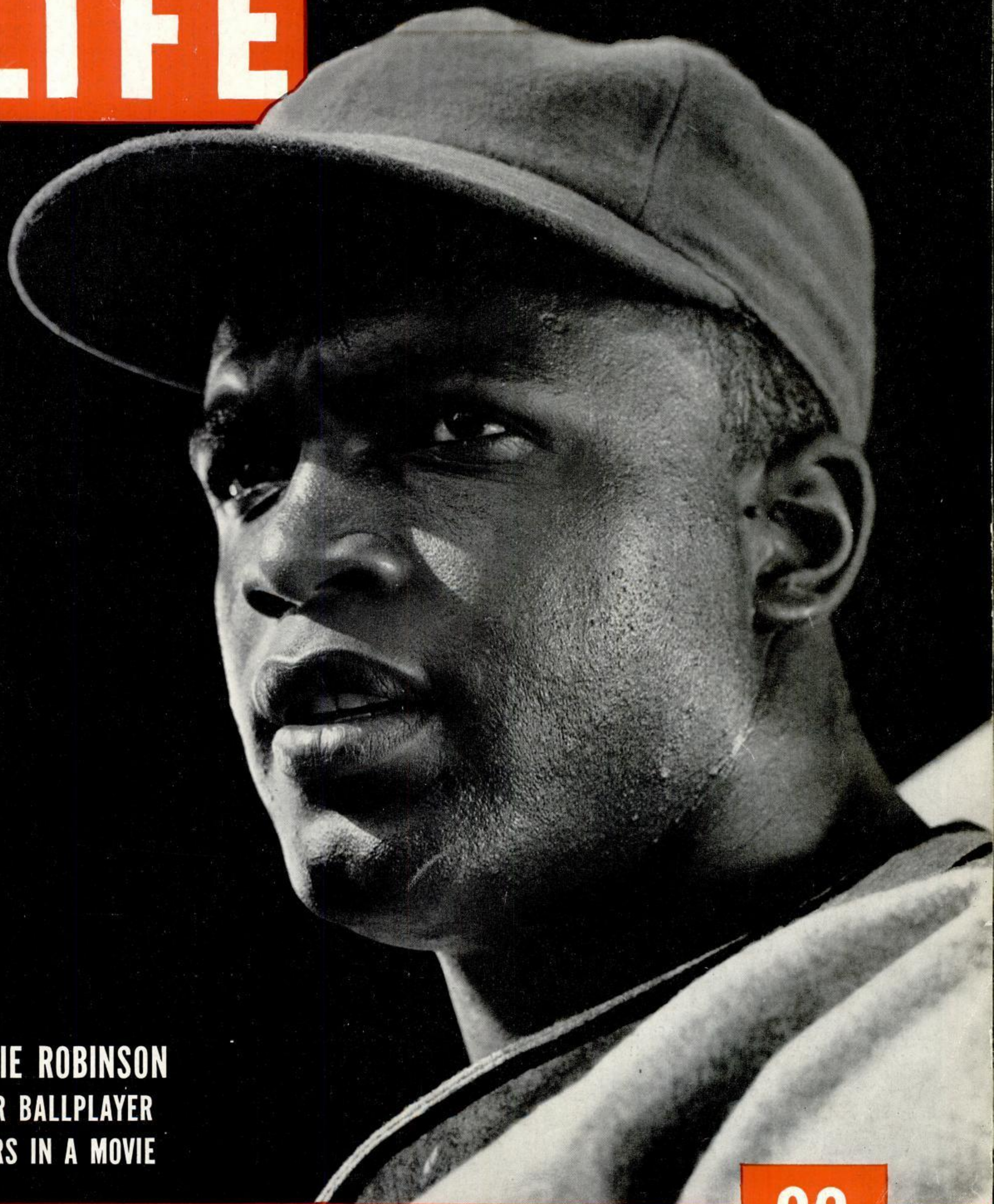


LIFE



JACKIE ROBINSON
STAR BALLPLAYER
STARS IN A MOVIE

MAY 8, 1950

20

CENTS

YEARLY SUBSCRIPTION **\$6.00**

CANADA, \$6.50

FASHION ACADEMY AWARD — 1950



CHOOSE NOW FOR: MOTHER'S DAY
FATHER'S DAY • GRADUATION
BIRTHDAYS • WEDDINGS
ANNIVERSARIES

A. Gold-filled, \$19.75. Incl. 20% F.E. tax. B. All-Lustraloy "Flighter", \$29.75 (including matching pencil). No. F.E. tax. C. Lustraloy, \$13.50. No F.E. tax. D. Pen and pencil set, gold-filled, \$29.75. Incl. 20% F.E. tax. New Parker "51" Pencil has continuous feed . . . up to 12 leads without reloading.



new

Parker "51"

with the remarkable

Aero-metric Ink System

**PERFECT FOR EVERY GIFT OCCASION
... THE WORLD'S MOST WANTED PEN!**

● Your finest choice for gracious giving! In New "51" you give the beauty and perfection of design that have won the Fashion Academy Award. You give a writing ease to be found only in this world's most-wanted pen.

New Parker "51" alone offers the Aero-metric Ink System. Identified by the silvery sheath inside the

*USES SUPERCHROME INK! Only Parker "51" and "21" Pens can satisfactorily use this great new development in ink chemistry—a writing

barrel, it is a wholly different, scientific method of drawing in, storing, safeguarding, and releasing ink.

Try the New "51" at your Parker dealer's . . . see how it reflects your own good taste. 7 colors and black. Lustraloy and gold-filled caps. Pens, \$13.50 up. Pen and pencil sets, \$19.75 up. "21" Pens, \$5.00. The Parker Pen Company, Janesville, Wisconsin, U. S. A.; Toronto, Canada.

*Writes dry with wet ink!**

fluid that dries as you write. Superchrome is super-permanent . . . super-brilliant. Parker Pens can, of course, use any quality ink.

Copyright 1950 by The Parker Pen Company



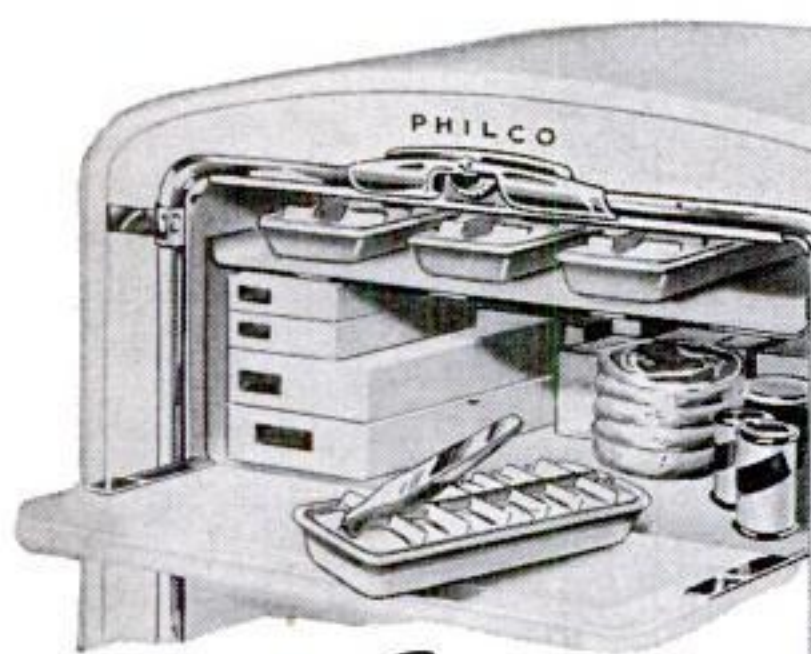
Look inside
for the
silvery sheath

New—Foto-fill Filler • Visible Ink Supply • Pli-glass Reservoir • Greater Writing Mileage • Exclusive Ink Flow Governor • Special Safeguard Against Leaking • 5-layer Insulation • Plathanium-Tipped Point.

All the things a woman has always wanted

-only PHILCO has them all!

In these great new Philcos are all the wonderful features Philco introduced to the industry—plus many more that are new and exclusive for 1950. This great new Philco shown here gives you a huge 2 cubic foot freezer at as much as \$100 less than other refrigerator-freezer combinations!



Super Size Built-in Freezer

Huge 2 cubic foot freezer holds full 70 lbs. of frozen foods. It's full-width, fully enclosed by its own insulated door. True zero-zone temperatures with a separate shelf for extra-fast freezing of ice cubes.



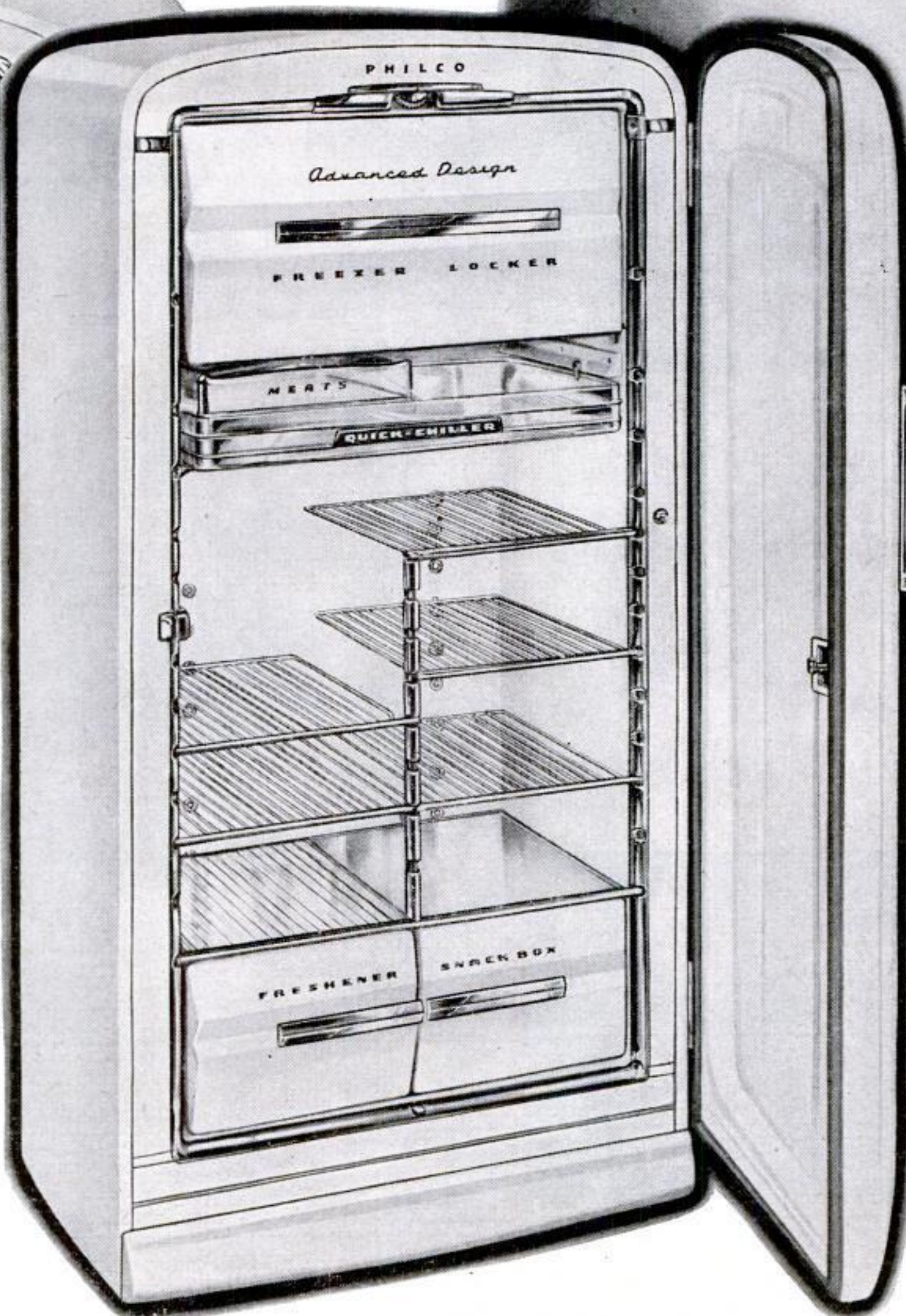
New! Quick Chiller

Extra cold zone—7° to 15° colder than main food compartment. Ideal for meats, salads, jellied dishes.

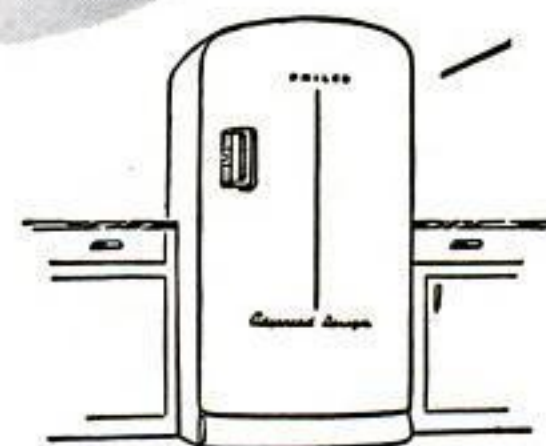


Snack Box Giant Freshener

Oversize drawers keep fruits and vegetables fresh and crisp. Exclusive Snack Box for cheese, spreads, or butter.



Philco model 1104—11 cu. ft. in floor space of an "8"—actually costs less than last year's "10"! See this and *all* the great new Philcos from 7 to 11 cu. ft. at your dealer's now. Prices start as low as \$139.95.



Down-to-the-Floor Refrigeration

Philco Long Door design means true refrigeration right to the floor—gives 11 cu. ft. in floor space of an "8."



Fully Adjustable Shelves

Move the shelves anywhere—arrange your refrigerator to suit you.



PHILCO
ADVANCED DESIGN

has a woman in mind!

This One



WAFN-RU2-CJEQ

For Mother's Day, MAY 14th

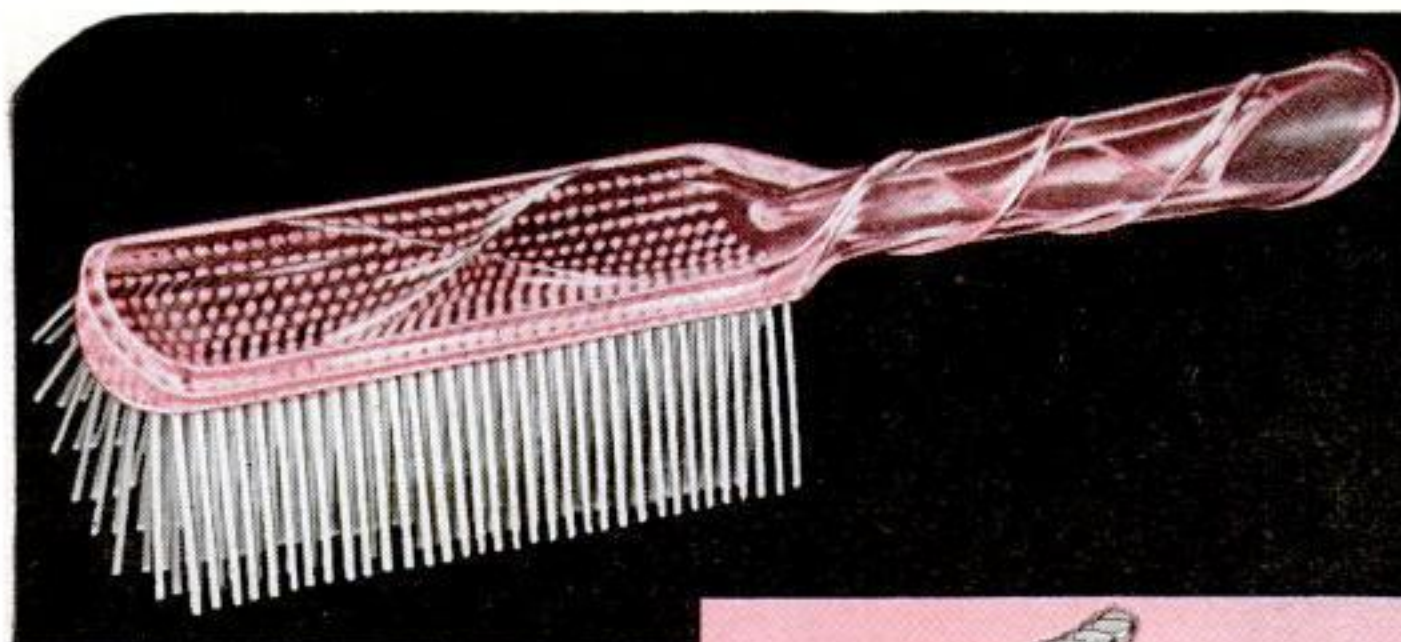


Distinctively beautiful! Jewelite Dresser Set—brush, comb and double-faced mirror—comes in luxurious gift package. Ruby, sapphire or crystal. \$5.00

Give her a glamorous gift
that will go to her head!

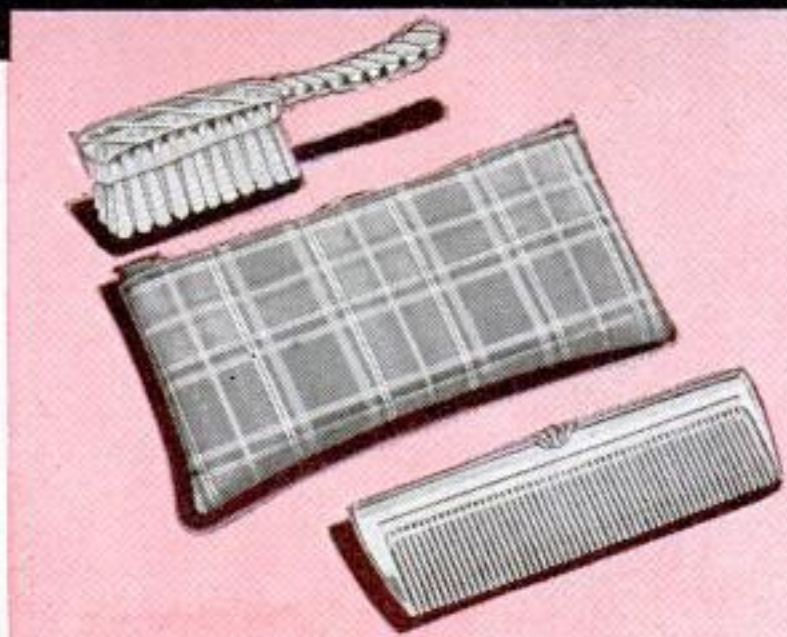
Jewelite

BY PRO-PHY-LAC-TIC



Jewelite Stimulator hair brush massages scalp—helps recondition hair. Combs as it brushes. Round-end bristles—gentler to scalp. Ruby or sapphire. \$2.95

Jewelite Bonnie Kit includes dainty brush and comb in zippered Scotch plaid case for purse or travel. Red or blue. A bonnie gift at a wee price. \$1.50



PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Mass.

LETTERS TO THE EDITORS

I HATE THE YANKEES

Sirs:

A few minutes ago I felt cheerful and happy. Then I read James Murray's report ("I Hate The Yankees," LIFE, April 17). Now I'm boiling! I can't recall ever having read anything so irritating.

CHARLES H. QUINN

Ojai, Calif.

Sirs:

"I Hate The Yankees" was the worst article I ever read in LIFE. It upset the whole family, especially my 10-year-old daughter, an ardent Yankee fan.

PAUL HAHN

New York, N.Y.

Sirs:

Thanks! Thanks for a straightforward article. I love the Red Sox.

M. S. WOLF

Brookline, Mass.

Sirs:

Do the contemporary Yankees look like push-button teams to Mr. Murray? If there is such a team, it is the Red Sox, staffed with stuffed shirts and crybabies who collect press clippings and Little Red Books.

BOB BUZZELL

Arlington, Va.

Sirs:

Let's see a picture of this brave man who had the courage to write that article. Three cheers for Murray!

CAROLYN FISHER

Bellmore, N.Y.



MURRAY AT BAT

Sirs:

I have now decided to write a report too. My title: "I Hate Mr. Murray."

FRANCES J. SIRKIN

Newark, N.J.

Sirs:

I'm glad someone finally wrote what I've been thinking for years. I hate the Yankees too!

RICHARD MILLER (AGE 11)

Summit, N.J.

Sirs:

Mr. Murray must be a crackpot. I shall never forgive him for making slanderous remarks about the "Yankee Clipper." I do not believe Mr. Murray was qualified to write an article on any major league team, since he is assigned to a minor league town, especially one so far away from the scene of his writings as Los Angeles.

GEORGE WILE

Pottsville, Pa.

Sirs:

You and Murray are guilty of the worst kind of opportunistic journalism which damns our great national sport with dollar signs, applying a class-conscious philosophy to an activity notably free from class demarcations.

GEORGE BYRNES

Pasadena, Calif.

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



NO PADS, NO PUFFS—the contours are built right in!

PETER PAN

SENSATIONAL NEW

*Hidden Treasure**

for the *small or less-than-average* bust



Magically, beautifully, naturally—your bust appears fuller, lovelier under all your fashions in Peter Pan's exciting new Hidden Treasure. No gadgets, no devices—never a fear of detection. The secret's in the patented "Magicup". Keeps its shape—and yours—washing after washing. Regular and strapless styles, \$3 to \$5.

*U. S. Pat. Pend. T. M. Reg.

PETER PAN FOUNDATIONS, INC.

312 FIFTH AVE., N. Y. 1 DEPT. L-2

Merry-Go-Round of Canada, 3643 St. Lawrence Blvd., Montreal, Quebec

Want Subtle Curves? Write for FREE booklet, "YOUR NEW GUIDE TO BUSTLINE BEAUTY."



CONTINUED ON PAGE 4

"What Makes It Good for Me?"

Charley, who owns a drug store, wants to know why he should care about a profit for the telephone company



The Scene — A drug store in any one of thousands of cities and towns in the U. S. A.

The Time — Lunch time. A man from the telephone company has dropped in. He's been chatting with his friend Charley, who owns the store—and the conversation is beginning to take on the tones of a friendly argument.

CHARLEY: "What d'ya mean—it's good for me when the telephone company makes a profit? You give me good service and all that but why should I care whether you make money or not? Besides, I'm having my own troubles here, trying to put in a bigger soda fountain."

AL: "What d'ya mean, 'trying'? Can't you just up and do it?"

CHARLEY: "I've got to find me a partner with some capital. These things cost money."

AL: "Sure they do! It's the same with us at the telephone company. To keep on giving you good service, and put in telephones for people who want them, we must have a lot more central office equipment and cable and other things. And to buy it, we have to get money from our partners—the stockholders. They expect a profit—just like your partner would."

CHARLEY: "I guess you're right. Nobody would invest his money here unless I could earn him a profit."

AL: "And here's something else, Charley. Those girls there at the end of the fountain. They're telephone girls. They're spending a part of their wages with you—putting money into your till to help you make a profit. Thousands of dollars of telephone payroll money are spent locally, right in this town, every week."

ADEQUATE RATES AND EARNINGS for the telephone company have a far-reaching effect. For only a strong and healthy telephone company can pay good wages, contribute to the prosperity of the community and provide an improving service for telephone users.

Only through adequate rates and earnings can the telephone company—like Al's friend Charley in the drug store—attract the new capital that is needed to carry on the business.

It's the dollars from investors—from hundreds of thousands of everyday people in every section of the country—that build, improve and expand the best telephone service in the world for you to use at small cost.

BELL TELEPHONE SYSTEM



Got a Minute?



Have a Hires!

Let's see... you need a vase and water for the flowers... and for yourself a Hires. You can enjoy Hires most anywhere... by the bottle... at fountains... or from automatic dispensers. When you want refreshment, ask for Hires. It makes a minute mean so much.



LETTERS TO THE EDITORS

CONTINUED

Sirs:

Although I watched very carefully at every game, I never saw Joe DiMaggio hit a home run with a dollar bill.

SHEILA BIERMAN

New York, N.Y.

Sirs:

After reading Murray's article on the N.Y. Yankees I came to the following conclusions:

- 1) The St. Louis Browns, Philadelphia Athletics, Boston Red Sox, Detroit Tigers, Chicago White Sox are nonprofit organizations.
- 2) The Cleveland Indians lean slightly toward profiteering.
- 3) The New York sportswriters are all press agents.
- 4) 30,562,307 people are nuts.
- 5) Mr. Murray makes 30,562,308.
- 6) Mr. Murray was turned down by a Yankee scout one time in his life.

TOM KANE

Albany, N.Y.

WIRY SHIRLEY

Sirs:

Please print Shirley MacCalla's vital statistics ("Wiry and Watery," LIFE, April 17).

A. S. KING ('53)

Williams College
Williamstown, Mass.

- Blond, 110-pound, 5-foot-4 Shirley has a 34 bust, 24 waist, 33 hips.—ED.

Sirs:

How about a full-length picture (including face, please) of Shirley.

JOHN WEBSTER

Cornell University
Ithaca, N.Y.



SHIRLEY MacCALLA

CENSUS

Sirs:

I'm sick of reading that women live longer than men ("The U.S. Counts 151 Million Noses," LIFE, April 17). That's all one hears these days. The figures always cover the U.S. only. Are there any figures for other countries?

JOSEPH PHILLIPS

New York, N.Y.

- Best available world statistics reveal that only in India, where the

GIRDLE RUB?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your irritating girdle rub as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. So soft, it actually promotes healing by helping to protect and cushion your tender skin against further irritation and chafing. For real medicated skin care, get Ammens Medicated Powder today.



FREE trial size can. Write today to Dept. L-501, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)

AMMENS
Medicated Powder



with your

Century **GRAPHIC**

Action! Portraits! Family Fun! Nothing escapes you with your only \$99.50 Century, new lowest-priced, Graphic. Complete with coated f/4.5 lens; built-in flash sync.; ground-glass focus; other precision features. Only \$99.50 with film holder. Or, with Graflex Roll Holder using popular, 120 roll film, \$115.40. See your dealer today.

GRAFLEX FOR PRIZE-WINNING PICTURES

Graflex, Inc. Dept. 427
Rochester 8, N. Y.

Sirs: Kindly send literature on

☐ Century Graphic ☐ 120 Roll Holder

Name.....

Address.....

City.....Zone.....State.....

CONTINUED ON PAGE 7

Question:
Which shoe has the **Neolite Sole**?

Answer:

The shoe that gives you light-footed comfort from the very first step—needs no breaking-in.

The shoe that keeps its handsome style with soles that wear over twice as long as leather.

The shoe that protects your feet with damp-proof good looks in any kind of weather.



NEOLITE SOLES

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY

Make any shoe a better shoe!



**INSIST
ON GENUINE
NEOLITE!**

The name is
plainly marked
on the shank!



**Beware of imitations! Accept no substitutes!
It's worth a little extra to get so much more!**

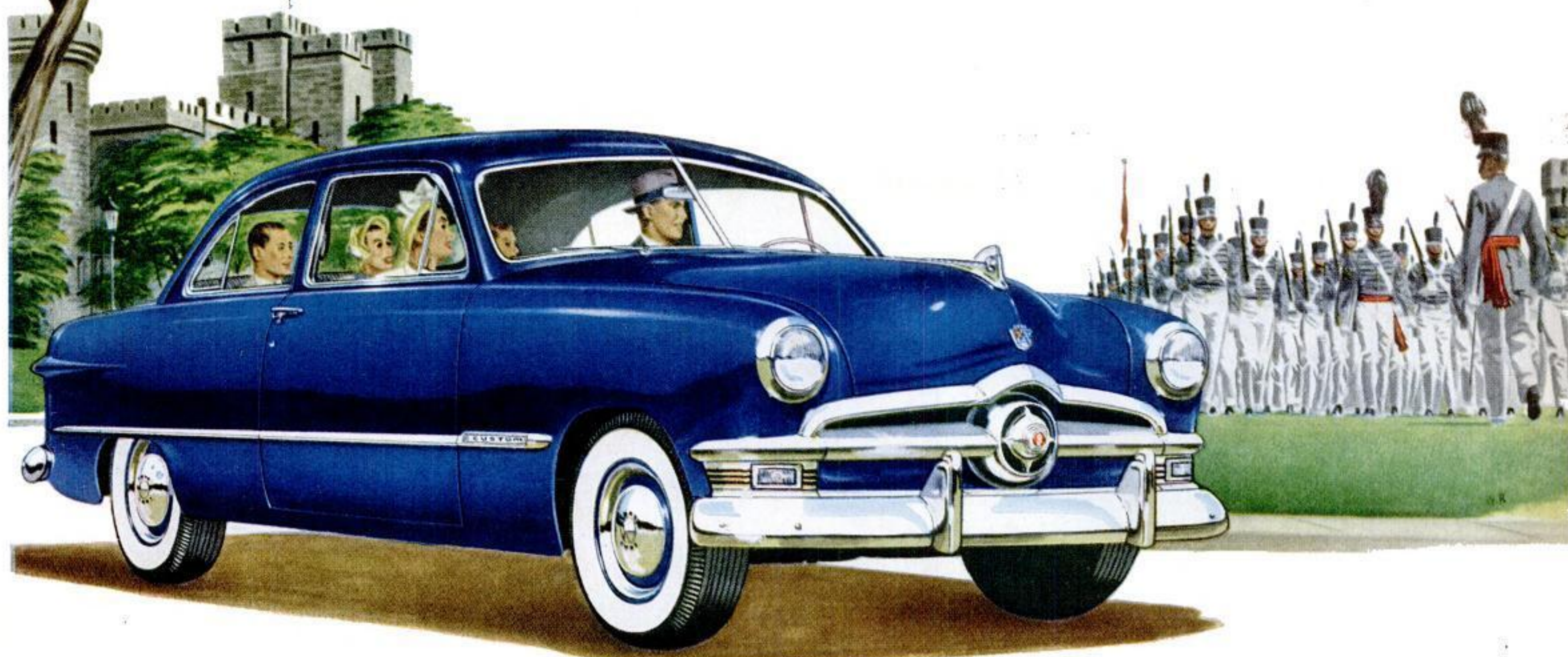
- ▶ Light in weight . . . firm platform.
- ▶ Twice the wear of leather soles.
- ▶ Flexible . . . need no breaking-in.
- ▶ Damp-proof . . . help avoid colds.

ON NEW SHOES AND RE-SOLES FOR THE ENTIRE FAMILY!

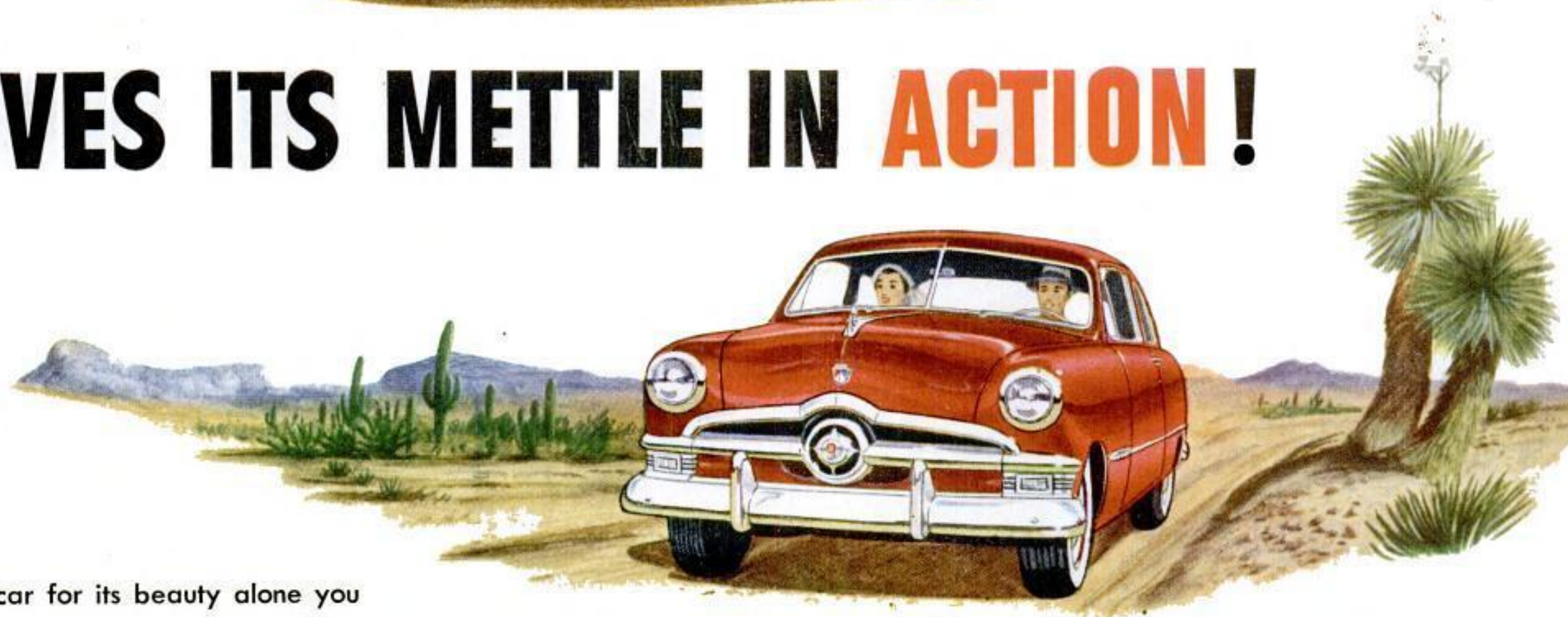
We think you'll like "The Greatest Story Ever Told"—Every Sunday—ABC Network



IT **SHINES** ON DRESS PARADE!



IT PROVES ITS METTLE IN **ACTION**!



If you were to buy a car for its beauty alone you couldn't make a happier choice than a Ford! For again in 1950, New York's famed Fashion Academy has named it "Fashion Car of the Year"!

But there's more than beauty to recommend it—*much more!* "Test Drive" it and get the "feel" of its amazingly quiet and smooth new V-8 engine! "Test Drive" it for the "feel" of its 35% easier-acting King Size Brakes! "Test Drive" it for the solid comfort of its Mid Ship Ride—its big car roadability!

We believe you'll agree the '50 Ford is the one fine car in the low-price field. And it's economical to own! Why not talk to your Ford dealer, today?

"TEST DRIVE" A **'50 FORD**

You'll FEEL the difference!



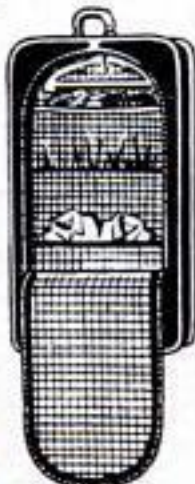
DON'T BUY ORDINARY LUGGAGE

BUY Val-A-Pak



\$18.95
Plus Fed. Tax

- Eliminates pressing bills
- Clothes travel wrinkle-free
- Saves cost after a few trips
- Pockets for everything
- Plastic hangers for suits
- Hang it up anywhere
- Pack or unpack in 3 minutes



At department stores and luggage shops everywhere
ATLANTIC PRODUCTS CORP. • TRENTON, N. J.

HERE'S HOW to relieve discomfort when you EAT, DRINK TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!



- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!

Take Good-tasting **ENO**

LETTERS TO THE EDITORS

CONTINUED

maternal death rate and female infant mortality are both high, do men outlive women.—ED.

MISSOURI POLITICS

Sirs:

You ran a photograph ("Shots Ends a Missouri Political Career," LIFE, April 17) showing the entourage of slain "politician" Lazia outside Holy Rosary Roman Catholic Church in Kansas City, the same church from which Charles Binaggio was buried. The fact that these men were buried from the church makes it appear that their lives are being condoned by the Church. This is untrue. You should explain the official position of the Catholic Church in this gruesome affair.

EDWARD P. REILLY

New York, N.Y.



BINAGGIO FUNERAL

● At Binaggio's funeral the Rev. Raymond E. Jackson of the Roman Catholic Diocese of Kansas City said: "Among those designated by the law of the Church as unworthy of ecclesiastical burial are all public and evident sinners. But the Church decrees that each case be studied carefully for the slightest circumstance which can be interpreted in favor of the sinner. . . . With the hatred of the Lord Jesus himself the Church hates sin, but with His own compassion she stands, as long as there is the slightest foothold, between the sinner and the terrible consequences of his sin. . . . The doubt in favor of the deceased whom we bury stems from the fact that recently he was seen receiving the sacraments and attending Sunday Mass. . . ."—ED.

CONTINUED ON PAGE 10

Subscription rates: U.S., Alaska, Hawaii, Puerto Rico, Virgin Islands, 1 yr., \$6.00; 2 yrs., \$9.75; 3 yrs., \$13.00. Canada, 1 yr., \$6.50; 2 yrs., \$11.00; 3 yrs., \$15.00. LIFE International edition (fortnightly) for Canal Zone, 1 yr., \$4.50; all Pan American Postal Union countries and Philippines, 1 yr., \$6.00; Great Britain and Ireland, 1 yr., \$8.00; all other countries, 1 yr., \$7.50.

Subscription Service: J. E. King, Genl. Mgr. Address all subscriptions and correspondence concerning them to: LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice is required. When ordering a change, please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N.Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.



"She gave him a present bearing the U.S.S. label"



This label is your guide
to quality steel when you buy:

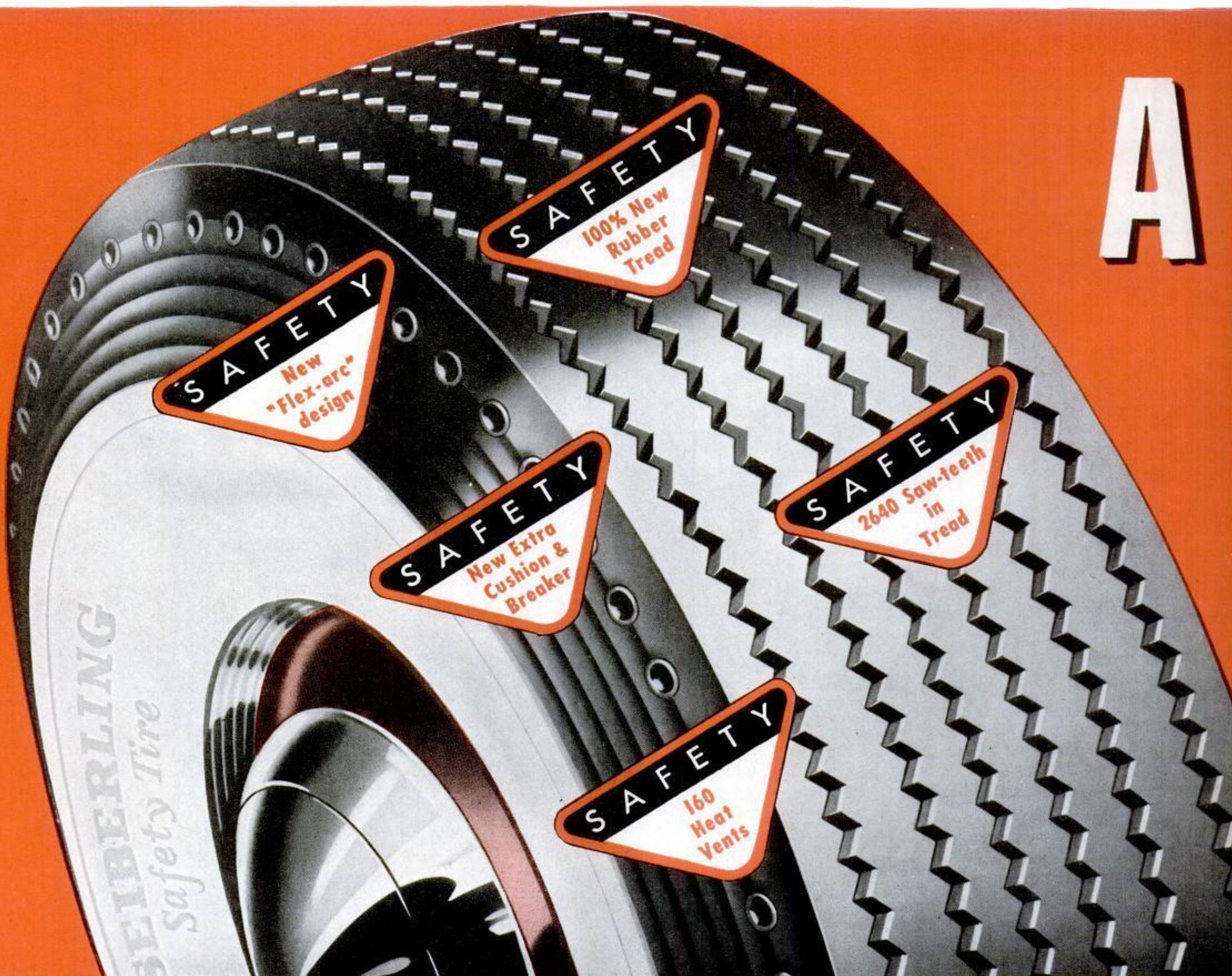


UNITED STATES STEEL

UNITED STATES STEEL CORPORATION, 436 SEVENTH AVENUE, PITTSBURGH 30, PA.

Subsidiaries: AMERICAN BRIDGE COMPANY • AMERICAN STEEL & WIRE COMPANY and CYCLONE FENCE DIVISION • CARNegie-ILLINOIS STEEL CORPORATION • COLUMBIA STEEL COMPANY • CONSOLIDATED WESTERN STEEL CORPORATION • GERRARD STEEL STRAPPING COMPANY • NATIONAL TUBE COMPANY • OIL WELL SUPPLY COMPANY • UNION SUPPLY COMPANY • TENNESSEE COAL, IRON & RAILROAD COMPANY • VIRGINIA BRIDGE COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNITED STATES STEEL PRODUCTS COMPANY • UNITED STATES STEEL SUPPLY COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

A



FREE! MORE THAN 2,000 TIRES! EACH OF THESE SEIBERLING DEALERS WILL GIVE AWAY ONE SET OF THE NEW SAFETY TIRES IN A

ALABAMA

Alexander City, Greer Motor Co.
Dothan, Robert Malone Motors, Inc.
Florence, Williams Tire Company
Geneva, White Motor Co.
Mobile, Greer's
Selma, Selma Lincoln Mercury Co., Inc.

ARIZONA

Bisbee, Goar Service & Supply
Flagstaff, Morrow Motor Co.
Globe, Hawkinson Tire Co. #3
Mesa, Smiley Motors
Phoenix, Hawkinson Tire Co.
Phoenix, O'Connell Bros.
Prescott, Prescott Tire Co.
Tucson, Cook Motor Service

ARKANSAS

Forrest City, Forrest City Motor Co.
Fort Smith, Ft. Smith Vehicle Company
Little Rock, Standard Tire & Supply Co.
Magnolia, Franks-Gunnels Co.
Marianna, Oursler Parts Co.
North Little Rock, Twin City Tire Co.
Paragould, Independent Tire Co.
Pine Bluff, Bryant Tire & Vul. Co.
Rogers, Decker Motor Co.
Texarkana, Sam Sewell Tire & Battery

CALIFORNIA

Alhambra, "844" Service
Blythe, Jenkins Tire Service
Burbank, Everett E. Sterling
Chula Vista, Arnold's Garage
Colusa, Hoblit Motors
El Centro, Wakefield Service Station
Eureka, Pacific Garage
Fresno, U-Save Stations
Gilroy, Petersen Tire Service
Hemet, O. K. Jordan Tire & Supply
Hollister, Tiffany Motor Co.
Indio, Valley Cap & Tire
King City, Rudy's Tire Service
Lancaster, Wilda & Griffith
Los Angeles, Art's Tire & Wheel Service
Los Angeles, C & R Tire Co.
Los Angeles, Drive Service
Los Angeles, Sinker Bros.
Madera, Harrington & Schoettler
Merced, Freeman & Son's
Merced, Valley Oil Co.
Modesto, Pflock's
Oakland, Cameron's
Oceanside, Grueber & Son
Ontario, Cochran & Nichols
Oroville, McGinnis Tire Service
Oxnard, Dunker's Service
Pasadena, Freeway Service
Porterville, Whitridge Tire Service
Red Bluff, Hoffman Tire Service
Redding, Rother Auto Parts
Redlands, Redlands Oil Co.
Redwood City, Anthony's Auto Service
Roseville, Chester Palmer
Sacramento, Hatley-Morrill Tire Co.
Salinas, Deane Tire Service

CALIFORNIA (continued)

San Diego, Tower Service Co.
San Francisco, Larry Barrett Tire Co.
Sanger, Shafer's Tire Service
San Jose, Harold Johnson Dist.
San Luis Obispo, Kimball Tire Co., Inc.
San Rafael, Johnston & Lewis
Santa Ana, Herbert L. Miller, Inc.
Santa Barbara, Joe Dal Pozzo
Santa Cruz, Moss & Puccinelli
Santa Maria, Bob Nolan
Selma, Jack Hayley's Tire Service
Sonoma, Campbell's Garage
Susanville, Doyle Motor Company
Taft, Calhoun Auto Parts
Torrance, Harbor Tire Distributors
Tulare, U-Save Stations
Turlock, Balswick's Tire Shop
Vallejo, Owl Service Station
Van Nuys, Bonner-Stromer
Ventura, Neilson Tire Co.
Watsonville, Portola Motors
Weed, Andraza Bros. Buick Co.
Whittier, Whittier Tire Co.
Woodland, J. A. Fortna
Yreka, Leen-Thomas Tire Serv.
Yuba City, Morrison's

COLORADO

Alamosa, O. K. Rubber Welders
Boulder, Roy H. Ehrenkrook Conoco Service
Denver, Commercial Tire Service
Dolores, Musgrave Chevrolet Co.
Durango, Graden Weinland
Ft. Collins, Klinker-Keese Service
Ft. Lupton, Putnam Oil Co.
Glenwood Springs, Berthod Motors
Greeley, Warren Motor Co.
Greeley, Edwards Chev. Co.
Lamar, Eckles Tire Service
Longmont, Beesley's O. K. Rubber Welders
Loveland, Schroder Motor, Inc.
Olathe, Olathe Motor Co.
Ouray, General Ore Reduction
Pueblo, Jackson Chev. Co.
Salida, Y & R Auto Co.
Windsor, Scott's O. K. Rubber Welders

CONNECTICUT

Hartford, Trumbull Tire Dist., Inc.
Manchester, Moriarty Bros., Inc.
New Haven, Gerry Stevens, Inc.
New London, Jimmy's Tire & Battery
Stamford, Epstein Bros.
Waterbury, Jim Miller Tire Sales
Willimantic, Ideal Tire Co.
Wilmington, Harvey E. Hall
Wilmington, Wolhar Bros. Inc.

DISTRICT OF COLUMBIA

Washington, Capitol Cadillac-Oldsmobile
Washington, Lehman's Tire Co.
Gainesville, Bryan Walker Tire Co.
Jacksonville, Dickson & Earley
Miami, Dixie Tire Co.

FLORIDA (continued)

Ocala, Huckel's Servicenter
Orlando, E. E. Brewer Tire Service
St. Andrews, West End Auto Service
St. Petersburg, Tire Service Co.
Sarasota, Russ Chiles Motors
Tampa, Smith & Porton, Inc.
West Palm Beach, Brooks Tire & Supply
Albany, 38 Tire Co.
Athens, E & S Tire Service
Atlanta, Gunter Bros., Inc.
Atlanta, Pruitt Tire Co.
Augusta, Holloway Tire & Recapping Co.
Canton, Holbrook & Lindsey Motor Co.
Columbus, Jenkins & Harrison
Dalton, Cowan Auto Supply
Decatur, Stovall Tire & Recapping Service
LaGrange, Callaway Service Station
Marietta, Kelly Motor Co.
Monroe, Walker Motor Company
Rome, Marshall-Jackson Motor Co.
Rome, Thomas Motor Co.
Savannah, Chatham Tire Service Inc.
Tifton, Tift Oil Co.
Valdosta, Southwell Motor Co.
Waycross, Waycross Tire Co.
West Point, Huguley-Scott Auto Co.

IDAHO

Boise, Grim's Tire Service
Buhl, Curtis Chevrolet Co.
Coeur d'Alene, E. R. Elliott Motors
Emmett, Harris Motors
Gooding, O. K. Rubber Welders
Jerome, O. K. Rubber Welders
Lewiston, Lewiston Motor Co.
Moscow, Carl Cunningham Motors
Payette, O. K. Rubber Welders
Pocatello, City Motor Co.
Rigby, O. K. Rubber Welders
Rupert, Hanzel Chev. Co.
Twin Falls, O. K. Rubber Welders
Twin Falls, Recapped Tires Co.

ILLINOIS

Alton, Sid Drake Tires, Inc.
Belleville, Lorenz Super Service
Bloomington, The Auto Hotel, Inc.
Chicago, Joe's Auto Supply Co.
Chicago, Werd & Schaefer
Chicago Heights, Meidell Tire Service
Colona, Gailliaert Oil & Tire Co.
Danville, Prickett's Automotive Service
Decatur, Minute Service Co.
Dixon, Anderson Tire & Appliance
Jacksonville, Klump Tire Co.
Joliet, Fitzhenry Oil Co.
Kankakee, Mogensen Tire Co.
La Salle, Starved Rock Gasoline & Oil Co.
Mt. Vernon, Standard Tire Co.
Peoria, Carlton Russell Co.
Pontiac, Edwards Tire & Battery Service
Rockford, Merritt Tire Co.
Sterling, Swella & Co.
Waukegan, Keith Tire Service

INDIANA

Bluffton, Graden's Service Station
Evansville, Tyson Tire & Battery Service
Fort Wayne, Williz Tire Service, Inc.
Goshen, Smith Motor Supply & Equipment
Hammond, United Tire & Supply Co.
Indianapolis, Crossroads Tire Corner Inc.
Indianapolis, Troy Oil Co. - Tydol Dealers
Lafayette, George Dexter - Sinclair Dealers
Muncie, Muncie Tire & Battery Corp.
Richmond, Kantnok Gasoline Co.
South Bend, Hoffman Rubber Works
Valparaiso, Keene Tire Service
Vincennes, Ace Oil Co.
Whiting, Whiting Motor Sales
Cedar Rapids, Rapids Chevrolet Co.
Council Bluffs, Dick Dean Service Store
Davenport, Tri-City Tire Co.
Des Moines, Gill Hans Tire Service
Mason City, Pritchard Motor Co.
Ottumwa, Wapello Tire & Battery Service
Sioux City, Mahoney Motor Co.
Waterloo, Frank Colford Co.

KANSAS

Arkansas City, Tybs Oil Co.
Atchison, W. E. Kiehl
Augusta, Howard Motors, Inc.
Belleville, Melton Motor Co., Inc.
El Dorado, Motorite Service Stations
Emporia, Powell Motors, Inc.
Hays, Riggs Tire Shop
Hutchinson, Stewart-Reck Tire & Supply
Leavenworth, Barnes-Collard Motor Co.
Newton, McMillan Motors, Inc.
Pratt, Blachly's Service
Topeka, Shortman Motor Co.
Wichita, DuRoss Erhard Oil Co., Inc.

KENTUCKY

Bowling Green, Manar's Shell Service
Campbellsville, Hubbard Service Station
Lexington, D & W Motors, Inc.
Marion, Taylor Tire Co.
Tompkinsville, Modern Tire Service

LOUISIANA

Baton Rouge, Buck Gladden Service
Bogalusa, Crowe's Service Station
Lafayette, Jefferson Motors
Lake Charles, Tubby Nichols
Monroe, McCain-Richards
New Iberia, Main Motors, Inc.
New Orleans, Alon Tire Dist., Inc.
Opalouas, Bertheaud Motors, Inc.

MAINE

Auburn, First National Tire Co.
Bangor, Dunnett Inc.
Brunswick, Bamforth's Auto Elec. Service
Caribou, Walter Greenier
East Machias, Jack Archibald's Serv. Sta.
Greenville, Stan's Service Station
Houlton, Moir Motors Inc.
Norway, Packard Oil Co., Inc.
Portland, L. H. Hascall Inc.
Presque Isle, Lafin's Filling Station

MAINE (continued)

Rockland, Maritime Oil Co.
Stratton, Arnold Trail Filling Station
Waterville, Fineland Oil Co., Inc.

MARYLAND

Baltimore, Star Sales Co., Inc.
Easton, Elliott Equipment Co., Inc.
Frederick, Melvin M. Engle
Hagerstown, Domenici Tire Co.
Salisbury, Burnett-Walton

MASSACHUSETTS

Acton, Farquhar's Tire Service
Ashby, Community Service
Boston, Beacon Hill Battery & Tire Co.
Boston, C & L Tire Co.
Brockton, A. F. German Co., Inc.
Cambridge, Kolligian Motors Inc.
Chelsea, Sam & Ben The Tire Men
Dorchester, Sport Auto Stores
East Boston, Nu-Tread Tire Co.
Everett, Everett Tire Company
Fall River, Pacific Oil Company
Lawrence, Broadway Vulc. & Tire Co.
New Bedford, Stanley Oil Co.
Newton, August Osterlund Inc.
Plainville, Eastern Tire Sales
Springfield, Bob Wiener Tire Co.
Watertown, George L. Shutt Inc.
Worcester, C & R Tire Co., Inc.

MICHIGAN

Albion, Arnold Tire & Battery
Ann Arbor, C & J Tire Service
Bay City, Beckerson's
Cadillac, White Hardware Co.
Detroit, Al Daly Tire Co.
Detroit, Marathon Tire Service
Flint, Goodwin's Tire Mart & Service Sta.
Grand Rapids, Ronda Tire Store
Kalamazoo, Win Clark's Tire Eng.
Lansing, Cameron Tire Services
Potoskey, Kahler & Friend
Pontiac, Pulver Tire & Treading Co.
Port Huron, Custom Bilt Tire Co.
St. Ignace, McGregor Oil Co.
Sault Ste. Marie, McGregor Oil Co.
Standish, Butch Motor Sales
Wyandotte, G & E Auto Supply

MINNESOTA

Brainerd, Consumers Oil Co.
Crosby, Cuyuna Range Tire Service
Duluth, Tourist Service
Faribault, Merrill Service Store
Minneapolis, Robinson Tire & Recap Co.
Mora, Mora Motors
New Ulm, Wilfahrt Bros.
St. Paul, Major Tire Company
Wadena, Stuntebeck's, Inc.
Columbus, Sanders Oil Co.
Greenwood, Hamrick Motor Co.
Jackson, Pearl St. Storage Garage
Natchez, Carpenter-Hudnall Tractor Co.
Tupelo, Tupelo Tire Co.

NEW *Safety* TIRE

by SEIBERLING

... with exclusive features no one can imitate

New "Flex-Arc" Construction... 45% stronger in blow-out zone! Revolutionary design increases flexing area, prevents weakening of cords due to concentrated bending action. **Exclusive "Heat-Vents"**... let tires "breathe", run cooler. Effective protection against Tire Enemy #1: heat. **New Extra Cushion and Breaker**... guards against bruising. Increased strength between carcass and tread means longer, safer wear. **Exclusive Saw-Tooth Tread**... safer stops on slippery roads. 2,640 saw-teeth give powerful stopping action when brakes are applied. **100% New Rubber Tread**... no reclaimed rubber. Gives greater resiliency, resistance to shock, and extra miles of riding comfort and safety.

Add them all together, and you'll see why these **New and Exclusive** features make Seiberling's **NEW SAFETY TIRE** your best tire investment.

WIN FREE A SET OF THE NEW *Safety* TIRES FOR YOUR CAR

To introduce the New Safety Tire, each Seiberling dealer listed in this ad is giving away one set of 4 tires. Simply go to one of the listed dealers and register your name and address.

ABSOLUTELY FREE! EASY TO WIN!

See your listed Seiberling Dealer now!

SEIBERLING TIRES

RAND DRAWING ON JUNE 10TH

MISSOURI
 Cape Girardeau, Estes Tire Co.
 Clinton, Hickman Service Station
 Columbia, Missouri Motor Co.
 Harrisonville, Harvey Imp. Co.
 Joplin, O. B. Wilson Tire & Service
 Moberly, Moberly Tire Service
 St. Joseph, Leo Robertson Tire Co.
 St. Louis, Johnston Bros. Tire & Service
 St. Louis, Rudy & George, Inc.
 Springfield, Mitchem Tire Co.

MONTANA
 Bozeman, Murphy's Conoco Service
 Big Timber, Karl J. Bryan
 Billings, Bauman Tire & Battery Co.
 Dillon, Davis Motor Co.
 Gardiner, Morissette's, Inc.
 Helena, A & L Tire Co.
 Kalispell, Flathead Motor Sales Co.
 Laurel, Smith Super Service
 Lewistown, Thompson's Service
 Meaderville, Guy Ossello Service
 Miles City, Miles City Motor Co.
 Missoula, Carl E. Anderson Tire Service

NEBRASKA
 Beatrice, Jack Wright Tire & Battery Serv.
 Columbus, Sayers Super Service
 Crete, A & B Service
 Fremont, Fleetway Service
 Hastings, Parsons Oil Co.
 Holstein, Pittz Bros. Service
 Lincoln, Lincoln Wheel & Brake
 Lincoln, Lind Auto Service
 McCook, McCook Tire & Supply Co.

NEVADA
 Fallon, Elco Tire Service
 Las Vegas, Clark County Wholesale Co., Inc.

NEW HAMPSHIRE
 Dover, Simpson's Tire & Battery Shop
 Laconia, Belknap Tire Co., Inc.
 Manchester, Tire Service Inc.
 Rochester, Hunt's Jenney Station

NEW JERSEY
 Atlantic City, Brandenberger Inc.
 Freehold, C. H. Roberson Inc.
 Hammonton, Crescent Service
 Newark, Dave Stern Co., Inc.
 New Brunswick, O K Tire Store Inc.
 Paterson, Dave Stern Inc.
 Phillipsburg, Bridge Plaza Servicenter
 Red Bank, Sharpe Tire Co.
 Trenton, Miller Hawkinson Tire Tread Co.
 Vineland, Stratton's Auto Service

NEW MEXICO
 Albuquerque, Horn Oil Co.
 Lovis, Murphy Echols
 Mesquite, O K Rubber Welders
 New York, Silverstein's Tire & Battery Service
 Poughkeepsie, Bill Schields Tire Service
 Riverhead, Tire Craft, Inc.
 Rochester, Goodland-Hoffman Inc.
 Saranac Lake, Northland Motors
 Saugerties, Robinson's Service Station
 Schoenectady, William Sherry Tire Co., Inc.
 Syracuse, J. P. Byrne Co., Inc.
 Tupper Lake, Northland Motors
 Utica, Rook's Tire & Battery
 Walden, Walden Tire Shop
 Westerlo, Greg's Tire Service
 West New Brighton, Staten Island Tire Co.
 White Plains, Tire Service Inc.
 Woodbridge, Krieger's Woodridge Auto Sales
 Woodside, Tire Dist. Corp.

NORTH CAROLINA
 Asheville, Sluder & Whitt Recapping Co.
 Charlotte, Melton Tire Company, Inc.
 Fayetteville, Blackwood's, Inc.
 Forest City, M & S Tire Service
 Greensboro, Davis Tire Co.
 Henderson, Blackwood's, Inc.
 Kinston, Blackwood's, Inc.
 Lincoln, Jones Tire Service
 Lumberton, Blackwood's, Inc.
 Morganton, Pruett-Hicks Tire Service
 Raleigh, Blackwood's, Inc.
 Spencer, Sims Service Station
 Statesville, Myers Tire Service
 Washington, Blackwood's, Inc.
 Winston Salem, Forsyth Tire Co.

NORTH DAKOTA
 Bismarck, Vold's Tire Service
 Fargo, W. W. Wallwork Fargo, Inc.
 Grand Forks, Fox Farmers Supply
 Grand Forks, Lyons Auto Supply
 Mandan, Kinzel's Tire Service
 Minot, Westlie Motor Co.
 Williston, Stockman Motor & Farm Equip.

OHIO
 Akron, George McDonnell Tire Co.
 Barberton, Richards Auto Service
 Canton, Lee Stockton Inc.
 Chillicothe, Fred's Auto Supply Stores
 Cleveland, Edgar A. Brown, Inc.
 Columbus, Maize Tire Company
 Dayton, Main Auto Parts
 Gallipolis, Ohio Valley Implement Co.
 Greenville, Ralle & Morrison

NEW YORK (continued)
 Buffalo, McDonald-Fisher Tire Co.
 Catskill, Singer's Tire Shop
 Cobleskill, Jared Van Wagenen & Son
 Gloversville, Shepard Motor Co.
 Granville, Tatko, Inc.
 Hicksville, Tire Craft, Inc.
 Highland, White Birch Tire Co.
 Kingston, Meyer & Nettle Service Station
 Lake Placid, Northland Motors
 Long Island City, Max Finkelstein, Inc.
 Newburgh, Sam & Ivy's Service Station
 Peekskill, Lazar's Tire Service
 Plattsburgh, Spielberg's Tire & Battery Serv.
 Port Jervis, Schields Bros.
 Poughkeepsie, Bill Schields Tire Service
 Riverhead, Tire Craft, Inc.
 Rochester, Goodland-Hoffman Inc.
 Saranac Lake, Northland Motors
 Saugerties, Robinson's Service Station
 Schoenectady, William Sherry Tire Co., Inc.
 Syracuse, J. P. Byrne Co., Inc.
 Tupper Lake, Northland Motors
 Utica, Rook's Tire & Battery
 Walden, Walden Tire Shop
 Westerlo, Greg's Tire Service
 West New Brighton, Staten Island Tire Co.
 White Plains, Tire Service Inc.
 Woodbridge, Krieger's Woodridge Auto Sales
 Woodside, Tire Dist. Corp.

OREGON
 Ashland, Busch Motor Co.
 Bend, Halbrook Motors, Inc.
 Burns, Liebig Motors
 Cottage Grove, Cecil Beck Motor Co.
 Enterprise, O. K. Rubber Welders
 Eugene, Howard Herder
 John Day, John Day Motor Co.
 Klamath Falls, Balsiger Motor Co.
 La Grande, Gettings-Lynch Motor Co.
 Lebanon, Crites Tire Co.
 Madras, O. K. Rubber Welders
 McMinnville, Peavey Oil Co.
 Medford, O. K. Rubber Welders
 Ontario, Schaffer Motor Co.
 Portland, Ray Grimsaw
 Prineville, Houk Motor Co.
 Tillamook, C. A. Anderson Motor Co.

PENNSYLVANIA
 Allentown, Callahan's
 Blairsville, Campbell Tire Co.
 Boyertown, Boyertown Oil Co.
 Chambersburg, Cormany & Statler Tire Co.
 DuBois, Cooper Hawkinson Treads
 Ellwood City, Pinky James Service Sta.
 Harrisburg, Baskin Tire Sales, Inc.
 Hazleton, City Tire Co.
 Honesdale, C. R. "Pat" Case
 Johnstown, The Better Tire Sales Co.
 Lancaster, Coble's Tire Service
 Lebanon, Ted Smith's
 Nesquehanna, Bredbenner's
 Norristown, Seoma Bros.

OHIO (continued)
 Hamilton, Marsh-Schneider Co.
 Marietta, Lowe's Super Service Station
 Marion, Haruff Tire Store
 Medina, Garrett-Wilson Inc.
 Piqua, McShane Tire Sales
 Portsmouth, Bright Hawkinson Tread Serv.
 Steubenville, Montgomery Pontiac Co.
 Washington Court House, McKinley Kirk
 Youngstown, Dissinger Tire Co.

OKLAHOMA
 Alva, Brown & Brown
 Cushing, Huff's Tire Exchange
 Durant, Aven Bros. Service Station
 Lawton, Bob Lamphere
 Muskogee, Muskogee Refined Oil Co.
 Oklahoma City, Bill Mosier's Tires
 Okmulgee, Ray Robinson Service Station
 Seminole, Hunt Tire & Supply Co., Inc.
 Stillwater, City Tire Service
 Tulsa, Needham Tire Co.

PENNSYLVANIA (continued)
 Oil City, Eagles Texaco Station
 Philadelphia, Roger F. O'Brien Inc.
 Pottstown, Red Arrow Oil Co.
 Reading, Seward's Service
 Scranton, Duke Tire Sales
 Uniontown, Paul Glover Tire Sales
 Wayne, Thompson's
 York, Huber Tire Co.

RHODE ISLAND
 Pawtucket, M & M Tire Co., Inc.

SOUTH CAROLINA
 Anderson, Chick Evans
 Charleston, Lillienthal's Auto Service
 Columbia, Cate-McLaurin Co.
 Spartanburg, Standard Tire & Recapping

SOUTH DAKOTA
 Aberdeen, Spaulding Auto Co.
 Huron, Findley Tire Shop
 Rapid City, Puritan Oil Co.
 Sioux Falls, Hawkinson Tread Service
 Watertown, Motor Supply Co.

TENNESSEE
 Chattanooga, Flegal Tire Co.
 Cookeville, M & H Service Center
 Jackson, Harris-Fanning GMC Sales
 Kingsport, Kingsport Shell Dealers
 Knoxville, Pickens & Thomas, Inc.
 Memphis, Swift Tire Co.
 Murfreesboro, Wade Williams Tire Service
 Nashville, Tanksley's
 Tullahoma, Stockton Motor Co.

TEXAS
 Abilene, C. H. Boyd & Sons Tire Co.
 Amarillo, Ted Lokey Tire Co.
 Athens, Scott-Crawford Tire Co.
 Beaumont, Moreman Tire & Tread Service
 Brownwood, Madden Tire & Supply
 Dallas, Shook Tire & Rubber Co.
 Eastland, Jim Horton Tire Service
 Greenville, Trotter's Service Station
 Harlingen, Boggus Motor Co.
 Houston, Technilube Oil Co.
 Irving, Morrison & Butler
 Laredo, Jack Guerra Motors
 Lubbock, Baron & Holmes
 Nacogdoches, Navarro Cox
 Paris, Main Tire Store
 Pecos, Allen Tire Shop
 Plainview, Shook Tire Co.
 Port Arthur, Boulet-Ball Service
 San Angelo, Swindle Beaver Tire Co.
 San Antonio, Fred Luderus Tire Service

PENNSYLVANIA (continued)
 Oil City, Eagles Texaco Station
 Philadelphia, Roger F. O'Brien Inc.
 Pottstown, Red Arrow Oil Co.
 Reading, Seward's Service
 Scranton, Duke Tire Sales
 Uniontown, Paul Glover Tire Sales
 Wayne, Thompson's
 York, Huber Tire Co.

RHODE ISLAND
 Pawtucket, M & M Tire Co., Inc.

SOUTH CAROLINA
 Anderson, Chick Evans
 Charleston, Lillienthal's Auto Service
 Columbia, Cate-McLaurin Co.
 Spartanburg, Standard Tire & Recapping

SOUTH DAKOTA
 Aberdeen, Spaulding Auto Co.
 Huron, Findley Tire Shop
 Rapid City, Puritan Oil Co.
 Sioux Falls, Hawkinson Tread Service
 Watertown, Motor Supply Co.

TENNESSEE
 Chattanooga, Flegal Tire Co.
 Cookeville, M & H Service Center
 Jackson, Harris-Fanning GMC Sales
 Kingsport, Kingsport Shell Dealers
 Knoxville, Pickens & Thomas, Inc.
 Memphis, Swift Tire Co.
 Murfreesboro, Wade Williams Tire Service
 Nashville, Tanksley's
 Tullahoma, Stockton Motor Co.

TEXAS
 Abilene, C. H. Boyd & Sons Tire Co.
 Amarillo, Ted Lokey Tire Co.
 Athens, Scott-Crawford Tire Co.
 Beaumont, Moreman Tire & Tread Service
 Brownwood, Madden Tire & Supply
 Dallas, Shook Tire & Rubber Co.
 Eastland, Jim Horton Tire Service
 Greenville, Trotter's Service Station
 Harlingen, Boggus Motor Co.
 Houston, Technilube Oil Co.
 Irving, Morrison & Butler
 Laredo, Jack Guerra Motors
 Lubbock, Baron & Holmes
 Nacogdoches, Navarro Cox
 Paris, Main Tire Store
 Pecos, Allen Tire Shop
 Plainview, Shook Tire Co.
 Port Arthur, Boulet-Ball Service
 San Angelo, Swindle Beaver Tire Co.
 San Antonio, Fred Luderus Tire Service

TEXAS (continued)
 San Antonio, H. C. S. Smith Co.
 Temple, Frank Matush Auto Supply
 Vernon, Robert L. More
 Wichita Falls, Cruse Tire Co.

UTAH
 Ogden, Farr Better Service
 Provo, Clayton & Richins
 Salt Lake City, Winn & Co., Inc.

VERMONT
 Brattleboro, Raymond S. Roberts, Inc.

VIRGINIA
 Alexandria, Akers Oldsmobile-Cadillac Co.
 Charlottesville, Charlottesville Motors
 Danville, People's Oil Co.
 Lynchburg, Burnett Dist. Co.
 Norfolk, R & S Tire Co., Inc.
 Petersburg, Ray's Auto Supply
 Portsmouth, Pickett Vule. & Recap
 Richmond, Old Colony Tire & Rubber Co.
 Staunton, Central Tire & Battery
 Winchester, Cammer Tire Co.

WASHINGTON
 Bellingham, Barron Tire Co.
 Clarkston, C & S Tire Service
 Everett, Follstad Tire Co.
 Longview, Don Hanly's
 Montesano, Davis Court Motors
 Olympia, Knox Tire Co.
 Omak, Pioneer Motors, Inc.
 Port Angeles, R. E. Renshaw
 Pullman, Neill Motors
 Spokane, Jackson-Robideaux Tire Co., Inc.
 Tacoma, Frank Fox Tire Co., Inc.
 Walla Walla, Spence Tire Co.
 Wenatchee, Jennings Tire Service

WEST VIRGINIA
 Charleston, Wright Tire & Battery Co., Inc.
 Clarksburg, Nu-Tread Tire Service
 Huntington, Tie-Toc Tire Co.
 Wheeling, E. J. Flaccus Garage, Inc.

WISCONSIN
 Beloit, Bud Weiser Motor Co.
 Fond Du Lac, O. K. Rubber Welders
 Green Bay, Brown County Motor Co.
 Green Bay, Morley-Murphy Co.
 Madison, Comstock-Johnson
 Milwaukee, Lerman Tire Service
 Racine, Richards Service

WYOMING
 Casper, Triangle Motors
 Cheyenne, Plains Tire & Battery Co.
 Kemmerer, Lincoln Supply Co.
 Laramie, Harold Scott Service

Try it—today! Join the men who say
NEW 'Vaseline' Cream Hair Tonic is

**"MY BRAND
FROM NOW ON!"**

Because no other hair tonic contains new wonder-
working **Viratol***...assuring natural looking hair
and natural feeling hair that stays neat all day long!



**REALLY
GIVES HAIR THAT
JUST-COMBED LOOK
ALL DAY LONG!**

MY HAIR'S NEAT AS
CAN BE FROM
MORNING TILL NIGHT!

IT SURE PERKS
UP A MAN'S
GOOD LOOKS!

**Vaseline
CREAM
HAIR TONIC**
For well-groomed hair
and daily care of the scalp
NET 5 FL. OZ.
Chesebrough Mfg. Co.
NEW YORK, N.Y.

*Special compound VIRATOL in 'Vaseline' Cream Hair Tonic helps make
your hair look natural... feel natural... stay in place actually hours longer!

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

LETTERS TO THE EDITORS

CONTINUED

EISENHOWER

Sirs:

It is not too difficult to believe that the years spent at Columbia by "Ike" may very well be valuable years to our country ("Mr. President Eisenhower," LIFE, April 17) since they may be considered as the final preparation of an "exceptional president" who maybe will help us all to be "exceptional Americans."

DON F. COOK

Chicago, Ill.

Sirs:

Quentin Reynolds' splendid article on Columbia and Columbia's president was read with great appreciation on Morningside Heights. We regret that LIFE did not mention one of Mrs. Eisenhower's main activities on the campus, her chairmanship of the Friends of Columbia Students—an organization which has among its other objectives the raising of funds for Columbia College scholarships.

MARIE C. MINER

New York, N.Y.

BIGGEST ISSUE

Sirs:

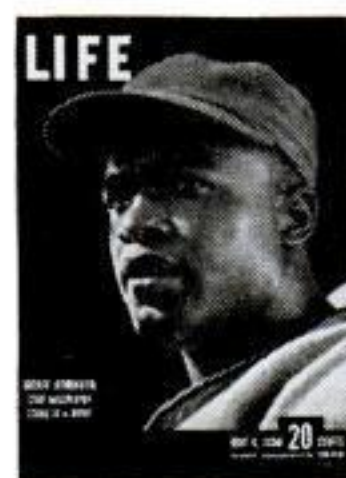
Am I correct in saying the April 17 issue of LIFE with 184 pages is the largest issue you ever published?

WILLIAM SCHWARZ JR.

Thorndale, Texas

● Yes. LIFE's April 17 issue was the biggest ever. The Dec. 6, 1948 issue, which had 180 pages, was the second largest.—ED.

Please
send



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Canada: 1 yr., \$6.50

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.
L-5-8

Only **DUFF'S**
White Cake Mix can
make a Prize cake
like this!



**Um-m-mighty light White
Cake—only 4½ minutes
from box to oven!**

★ **FLUFFIER**, more tender and velvety
... ★ **HIGHER** and lighter ...
★ **MOISTER KEEPING** ... ★ **PURER WHITE**,
more sparkling and flavorful
than time-taking
home recipes!

Eggs, milk,
everything in.
Just add water
—that's all!



A Product of
AMERICAN HOME FOODS

**ONLY
Edgeworth**
comes in a
**REAL
POUCH!**

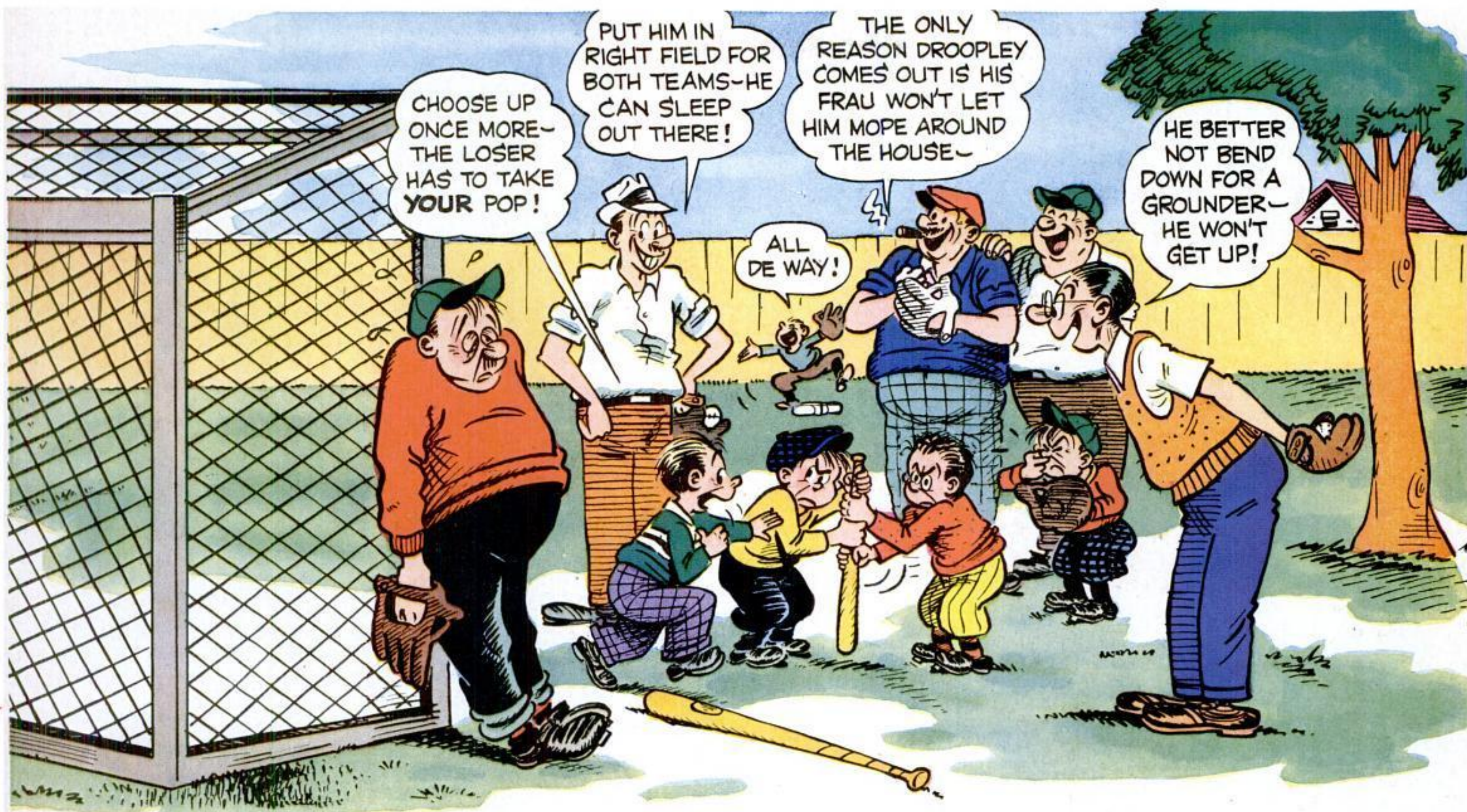


- Fits snug in your pocket—like a handkerchief
- Preserves that famous Edgeworth flavor

Enjoy today's **super-mild Edgeworth**



Lasts longer—**15¢**
Smokes cooler—



Maybe it's something he **DIDN'T** eat!

Get on the ball, Pop! That listless feeling may be caused by simple irregularity due to lack of bulk in your diet. Try the ounce of prevention in each serving of Post's 40% Bran Flakes . . . the cereal that gives you the three extra keep-fit benefits:

1. bran to help prevent irregularity due to lack of bulk in the diet
2. whole-wheat values of these essential B vitamins: thiamine and niacin
3. good source of these important minerals: phosphorus and iron

You'll wake up with a smile when there're Post's Bran Flakes for breakfast! It's bran in its most delicious form . . . toasted to a mouth-watering golden crispness. No wonder they're America's largest selling bran flakes. Remember . . . *Post's Bran Flakes!*

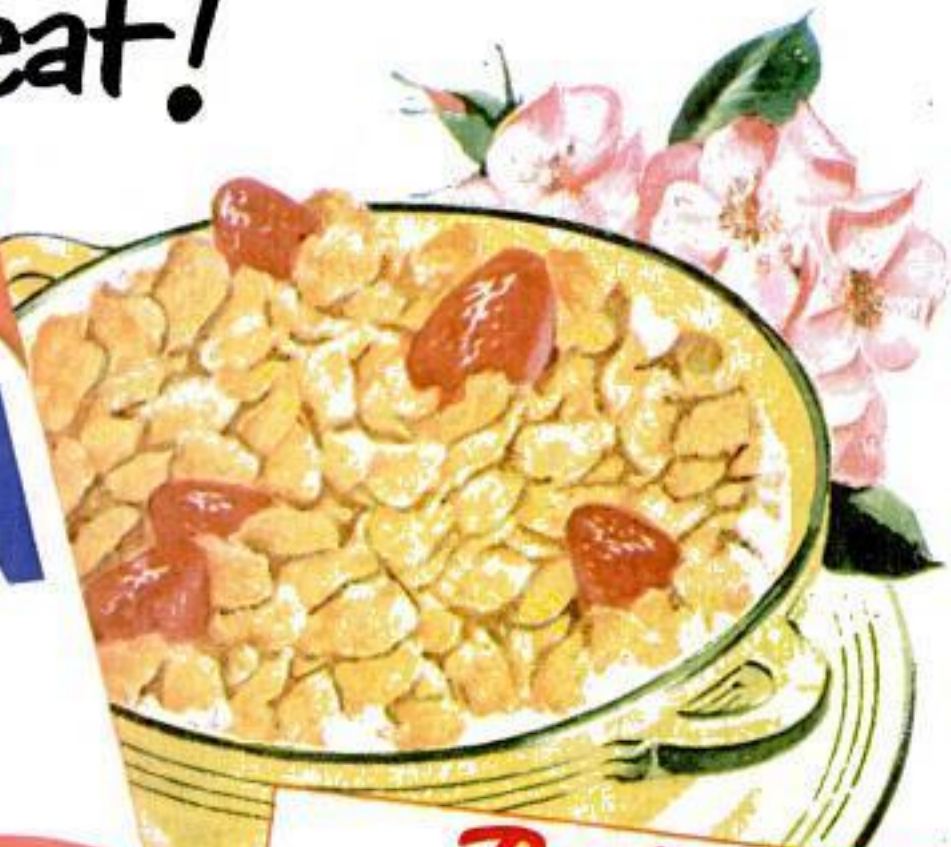
*LIFE IS SWELL
WHEN YOU KEEP WELL!*

Post's 40% BRAN FLAKES

**Post's
40% BRAN
FLAKES**

With other parts of
WHEAT

**GUARANTEED
FRESH**



A **Post** Cereal
GUARANTEED FRESH!

Triple your money back if they're not as fresh as any bran flakes you ever ate.



—One of the famous **POST CEREALS**—Try 'em all in **POST-TENS!**

A CHOICE OF CEREALS FOR EVERYBODY IN THE FAMILY, A DIFFERENT CEREAL FOR EVERY DAY IN THE WEEK!



7 CEREAL FAVORITES!

10 INDIVIDUAL PACKAGES

- | | |
|--------------------------|-----------------|
| 3 Post Toasties | 1 Grape-Nuts |
| 2 Grape-Nuts Flakes | 1 Raisin Bran |
| 1 40% Bran Flakes | 1 Rice Toasties |
| 1 Nabisco Shredded Wheat | |

Wembley's

"BLACK ACCENT"[†]

Distinguished new Tie Fashion

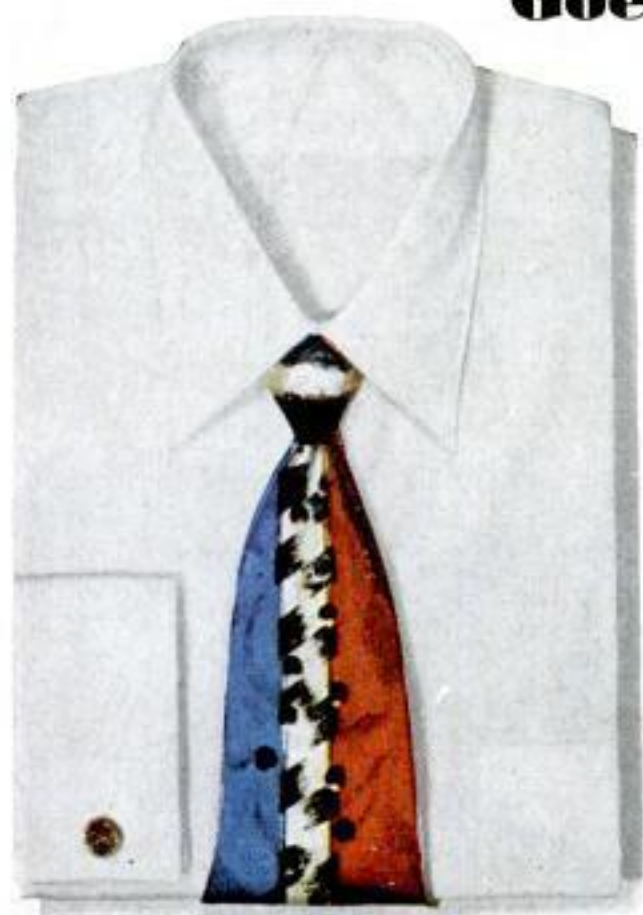


\$2.00

Other Wembley Ties
\$1.50, \$2 and \$2.50



Goes with everything this Spring



You've never seen anything *like* it! You've never
seen anything smarter! Wembley's new Black Accent

Ties feature a surprising, dramatic touch of black—beautifully
blended with pastel grounds—to accent your pastel and white shirts.

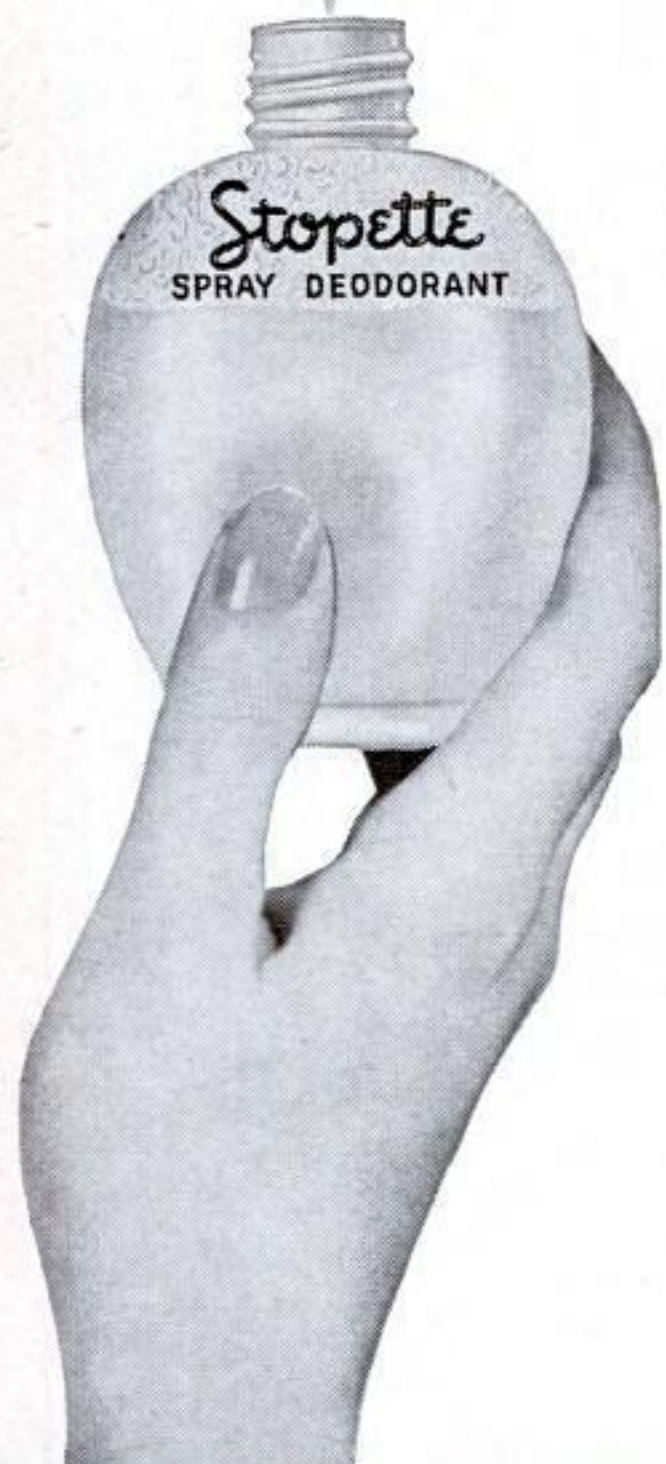
They make everything you wear this Spring look newer,
fresher, smarter. Brand new pattern ideas too, in neat
all-over effects and bold designs. You'll find them featured at
your favorite store. You'll find them *right* for this Spring.



Copyright 1950, Wembley, Inc. *Reg. U. S. Pat. Off.
†U. S. Trade Mark Applied For

Wembley Ties are available at better stores everywhere. For the name of the store nearest you, write Wembley, Inc., Empire State Building, New York 1, N. Y.

Poof! There goes perspiration!



Now try Stopette—the deodorant that changed a nation's habits!

Millions now *spray* perspiration worries away with amazing Stopette Deodorant in the famous flexi-plastic bottle.

A quick squeeze checks annoying perspiration, stops odor. You never touch Stopette... hardly know it touches you. Wonderfully economical, harmless to normal skin or clothes.

Wonderful for men, too!
2 sizes: 2 1/4 oz. \$1.25; 1 oz. 60c.
At cosmetic counters everywhere.

JULES MONTENIER, INC., Chicago

Stopette
THE ORIGINAL
SPRAY DEODORANT



LIFE

EDITOR-IN-CHIEF . . . Henry R. Luce
PRESIDENT . . . Roy E. Larsen
EDITORIAL DIRECTOR . . . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Maitland A. Edey } ASSISTANT
Sidney L. James } MANAGING EDITORS
John Osborne } EDITORIAL PAGE
John Chamberlain }
Charles Tudor ART DIRECTOR

Fillmore Calhoun, Emmet Hughes,
Joseph Kastner, Philip H. Wootton Jr.

STAFF WRITERS

Noel F. Busch, Robert Coughlan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargeant.

PHOTOGRAPHIC STAFF

Ray Mackland PICTURE EDITOR
Assistant: Frank Scherschel
Jack Birns, Cornell Capa, Edward Clark,
Ralph Crane, Loomis Dean, David Douglas
Duncan, Alfred Eisenstaedt, Eliot Elisofon,
J. R. Eyerman, N. R. Farbman, Andreas
Feininger, Albert Fenn, Herbert Gehr, Fritz
Goro, Allan Grant, Bernard Hoffman, Yale
Joel, Mark Kauffman, Dmitri Kessel, Wal-
lace Kirkland, Nina Leen, Thomas McAvoy,
Francis Miller, Ralph Morse, Gordon Parks,
John Phillips, Michael Rougier, Walter
Sanders, Joe Scherschel, George Silk, George
Skadding, W. Eugene Smith, Peter Stack-
pole, Charles Steinheimer, H. G. Walker.

ASSISTANT EDITORS

Oliver Allen, Herbert Brean, Earl Brown,
Robert Campbell, John Dille, David Drei-
man, Gene Farmer, William Jay Gold, Wil-
liam P. Gray, George Hunt, Richard W.
Johnston, Sally Kirkland, Percy Knauth,
Kenneth MacLeish, Tom Prideaux, Mar-
shall Smith, Claude Stanush, John Thorne,
Margit Varga, Robert Wallace, Robert
Wernick, A. B. C. Whipple, Richard L.
Williams.

RESEARCH STAFF

Marian A. MacPhail CHIEF
Assistants: Jo Sheehan, Ruth Dennis, Mary
Leatherbee, Irene Saint, Valerie Vonder-
muhl.

REPORTERS: Ruth Adams, Constance Bab-
ington-Smith, Barbara Ballou, Mary Eliza-
beth Barber, Margaret Bassett, Dean Brelis,
Mathilde Camacho, Tom Carmichael, Kay
Doering, Laura Ecker, Jane Estes, Phyllis
Feldkamp, Gertrudis Feliu, Jean Ferriss,
Honor Fitzpatrick, Timothy Foote, Nancy
Genet, Doris Getsinger, Patricia Gilbert,
Ralph Graves, Clarissa Haffner, Terry Har-
nan, Jacquelyn Hinds, Jean Holt, Sally Ise-
lin, Edward Kern, Eileen Lanouette, James
Lebenthal, Jeanne LeMonnier, Geraldine
Lux, Dana Munro, Eleanor Parish, Jane
Rieker, Dorothy Seiberling, George Shiras,
Kathleen Shortall, Patricia Smith, Holly
Sonneland, Margaret Swope, Loudon Wain-
wright, Jane Wilson, Monica Wyatt, War-
ren Young.

COPY READERS: Helen Deuell (Chief), Ber-
nice Adelson, Hilda Edson, Dorothy Illson,
Virginia Sadler, Rachel Tuckerman.

PICTURE BUREAU

Dorothy Hoover CHIEF
Alma Eggleston (library), Natalie Kosek,
Jane Bartels, Barbara Brewster, Mary Carr,
Betty Doyle, Margaret Goldsmith, Jennie
Hart, Ruth Lester, Maude Milar, Helen
Rounds, Margaret Sargent.

LAYOUT

Michael Phillips, Bernard Quint, William
Gallagher, Hilde Adelsberger, Matt Greene,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: Robert T. Elson (Chief), Law-
rence Laybourne, Coles Phinizy. BUREAUS—
WASHINGTON: James Shepley, Edward F.
Jones, Robert Parker, Ruth Thomas, David
Zeitlin; CHICAGO: Hugh Moffett, Frank
Campion, Charles Champlin, Norman Ross;
LOS ANGELES: Fritz Goodwin, Gene Cook,
John Bryson, Robert Cahn, Stanley Flink,
Jeanne Stahl, Theodore Strauss; ATLANTA:
William S. Howland, Ron Reynolds; BOS-
TON: Jeff Wylie, Will Lang; DALLAS: Wil-
liam Johnson, James Truitt; DENVER: Bar-
ron Beshoar; DETROIT: Fred Collins, Robert
Drew; SAN FRANCISCO: Milton Orshefsky;
SEATTLE: James L. McConaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, G. W.
Churchill. BUREAUS—LONDON: Eric Gibbs,
George Caturani, Frances Levison, Patricia
Beck, Joann McQuiston, Monica Horne;
PARIS: Andre Laguerre, John Jenkinson,
John Stanton, Barbara O'Connor, Lee
Eitington, Dora Jane Hamblin; BERLIN:
Enno Hobbins, Martin O'Neill, David
Richardson; ROME: George E. Jones, John
Luter, Roy Rowan; ATHENS: Mary Barber;
BOMBAY: Robert Lubar; BANGKOK: Elmer
Lower; TOKYO: Carl Mydans; MEXICO
CITY: Robert Spiers Benjamin; RIO DE
JANEIRO: William W. White; BUENOS
AIRES: Robert Neville.

PUBLISHER

Andrew Heiskell

ADVERTISING MANAGER

Clay Buckhout

NONE BUT ANSCO GUARANTEES SNAPSHOTS

With Any Camera... In All Weather!

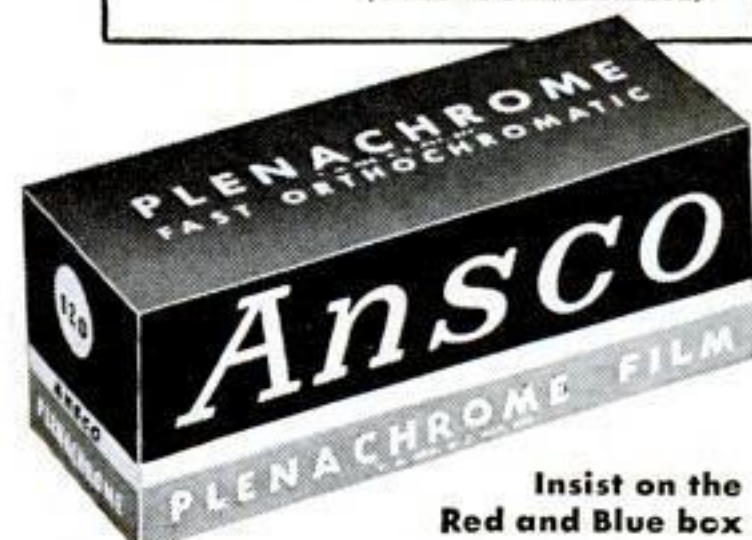
Yes,
"THIRD
DIMENSION"
Realism!



Your eyes see thousands of shades of gray... ANSCO
ALL-WEATHER FILM sees them, too... and cap-
tures them in pictures with DEPTH AND REALISM.



66.3 SPEEDEX—Coated Anso An-
astigmat lens; three shutter speeds
plus "time"; built-in flash syn-
chronization; black grained body
covering. 2 1/4" x 2 1/4" pictures.
NOW ONLY \$39.50
(Federal Tax Included)



Insist on the
Red and Blue box

Crisp, Clear, Sparkling Quality!

Anso All-Weather Film *now* gives
you crisp, clear snapshots with
depth-like realism... rain or shine
... indoors or outdoors.

In any camera! In all weather! You
are guaranteed, at no extra cost,
snapshots that almost "spring to
life." Remember, there's only one
ALL-WEATHER FILM. That film
is Anso! Rain or shine... you
can't miss! Buy a roll, today!

GUARANTEE: Anso guarantees the re-
sults you want—or return your nega-
tives and original film carton and we
will send you a new roll, free.

Anso All-Weather Film

Anso, Binghamton, N. Y. A Div. of General Aniline & Film Corp. "From Research to Reality"



“This 7-inch 33 $\frac{1}{3}$ LP job
the confusion about what

“Columbia,” “Masterworks,”  and  Trade Marks
Reg. U. S. Pat. Off. Marcas Registradas

sure unscrambles record to play where"

says ARTHUR GODFREY

Maybe I scare easier than most people. Anyway, I used to cringe every time I went into a store to buy records.

The guy would say, "What speed do you want?"

And I'd say, "I dunno. What's the legal limit on this road?"

And he'd gimme the cold eye and he'd say, "My dear sir, do you happen to know the rpm of your playing equipment?"

That would tear it. I quit. After all, I'm only Godfrey, not Einstein.

Well, all that's over now. They've finally got the record situation so simple even I can understand it.

All I've got to remember is 33 $\frac{1}{3}$ —the Columbia LP speed. Every leading company now makes 33 $\frac{1}{3}$ rpm records.

See, at that speed I can play all the latest "pop" tunes, as well as symphonies and operas . . . *all on one machine.*

Columbia developed the little 7-inch job especially for the short stuff—one selection on each side. You play 'em on the same machine that handles your Long Playing Records. Just pick out the tunes you and Mame want to hear that night, stack 'em up on the automatic changer, rev up the engine, and let 'er roll. What could be sweeter?

Well, sir, when I hears about this Columbia 7-inch job, I says to myself: "Godfrey, this is the deal for you."

So I gets me a machine that handles 33 $\frac{1}{3}$ records (practically everybody makes them now, with automatic changers, too). And I buys all my music—sweet, hot and longhair—on 33 $\frac{1}{3}$.

So now all my music plays on *one* machine, at one speed . . . and I never worry about what record to play where.

Look, Ma, no confusion!

The Columbia 7-inch LP record completes the 33 $\frac{1}{3}$ rpm "one-speed" system—the new standard for convenient recorded entertainment. Now you can get everything from a 3-minute popular hit to a complete symphony—each in its natural length, on a single record.



FROM THE WORLD'S LARGEST CATALOG OF LP RECORDS

7-INCH

**ARTHUR
GODFREY**

"Scattered Toys" and "C'n I Canoe You Up the River?"
7-Inch LP 1-606

**DINAH
SHORE**

"I Never Had A Worry In the World" and "The Scottish Samba."
7-Inch LP 1-599

**EZIO
PINZA**

"Some Enchanted Evening" and "This Nearly Was Mine" both from "South Pacific."
7-Inch LP 3-517

**HERB
JEFFRIES**

"Swamp Girl" and "There Goes My Heart."
7-Inch LP 1-589

10-INCH

**ARTHUR
GODFREY**

"Arthur Godfrey and His Friends." Eight all-time Godfrey hits including "Too Fat Polka"; "Slap 'er Down, Agin, Paw" and "Candy and Cake." **Coming soon . . . see your dealer.**
CL 6113

KOSTELANETZ

"Kostelanetz Strings"—Nine incomparable Kostelanetz string arrangements including, "Humoresque," "Hora Staccato" and "Flight of the Bumble Bee." Andre Kostelanetz and His Orchestra.
ML 2100

12-INCH

New Beethoven Fifth

Beethoven: Symphony No. 5 in C Minor, Op. 67. Bruno Walter conducting The Philharmonic-Symphony Orchestra of New York.
ML 4297

Brandenburg Concerti:

J. S. Bach: Six Brandenburg Concerti: Fritz Reiner conducting. Soloists and Chamber Group. On three LP records—available as a set or individually. (ML 4281—ML 4282—ML 4283)

All selections listed are also available on Columbia's conventional 78 rpm records.

**New, Inexpensive
COLUMBIA**



Player Attachment

plays long playing records of all makes. Easily attached to your present radio, radio-phonograph or television set. Your savings on a few LP records will more than pay for it. **ONLY \$12.95.**



COLUMBIA RECORDS

33 $\frac{1}{3}$ rpm....One speed—one player—for all your musical entertainment

TUNE IN RADIO: "The Columbia LP Record Parade" every Sunday—CBS Network.

TELEVISION: "The Show Goes On" starring Robert Q. Lewis—every Thursday evening 8:30 E.D.S.T.—CBS-TV network.

"RIPPLING SANDS" was taken by Lyall Cross early in morning, when the slanting light accentuated waves. Some salon photographers select titles before shooting, some afterwards, as in this case.



SPEAKING OF PICTURES...

...Detroit camera club spends weekends taking arty salon shots among sand dunes

Next to nudes, sand dunes are probably the greatest delight of cameramen who like to take the arty type of pictures called salon photographs. Texture, pattern, tones and mood are the ingredients of salon photography, and these ingredients are readily found in sand dunes. The Photographic Guild of Detroit, whose 33 members specialize in salon pictures, appreciates this fact and periodically its membership, packing up its Graphlexes and Leicas, takes off a whole weekend just to photograph the piles of sand along the shores of Lake Michigan. Their favorite spot is about 200 miles northwest of Detroit, where the beach sand has drifted into a great variety of suggestive forms and where there are plenty of tree stumps, shrubs and grass for added interest. On these pages are shown the salon pictures taken on one of these field trips, along with candid shots of the photographers at work. One club member, explaining how she selected what she wanted to photograph, said, "When I get a harmonious feeling between what I see and myself, then I know I've got something."

"RESISTING TO THE END" was taken by Earle Brown (center) with the help of reflected light from sheets of aluminum foil. "The stump had apparently been resisting the elements for years," Brown said.





A CLUMP OF GRASS growing in a dune was photographed by Louis Puggard, who decided not to give picture a title. *LIFE*'s Cameraman Wallace Kirkland, who photographed Puggard's shadow (*above*), titled his picture, "Graphlex and Grass."



"WHAT BIG SHADOWS YOU HAVE" was shot by Eva Briggs (*below*), who says she did not decide on the title until after she had seen the print. "I mulled the picture over for a long time because I didn't want to give it a trite name," she states.



New! 16" RECTANGULAR BLACK TUBE
**BLACK-DAYLIGHT
 TELEVISION**



shows all the TV camera sees!

Enjoy all the advantages of the new 16" G-E rectangular black tube with this beautiful new console. The big rectangular screen gives you a picture just as the TV camera sees it—allows for gracefully proportioned cabinetry. And this G-E Black-Daylight receiver gives a finer TV picture, with blacker blacks and sharper contrast than ordinary TV. Add General Electric's freedom from annoying glare and reflection and you enjoy greater eye comfort. Built-in antenna. Genuine mahogany veneered cabinet. See Model 16C110 today. It's a **\$299⁹⁵*** terrific "buy" at only

General Electric Company, Electronics Park, Syracuse, N. Y.
 *Eastern price. Plus tax, installation, and picture tube protection plan.

You can put your confidence in—
GENERAL  ELECTRIC



"OOPS, THERE" shows girl slipping in sand. Shot was posed but was suggested to Photographer Walter Pietschmann by an actual fall girl took earlier.



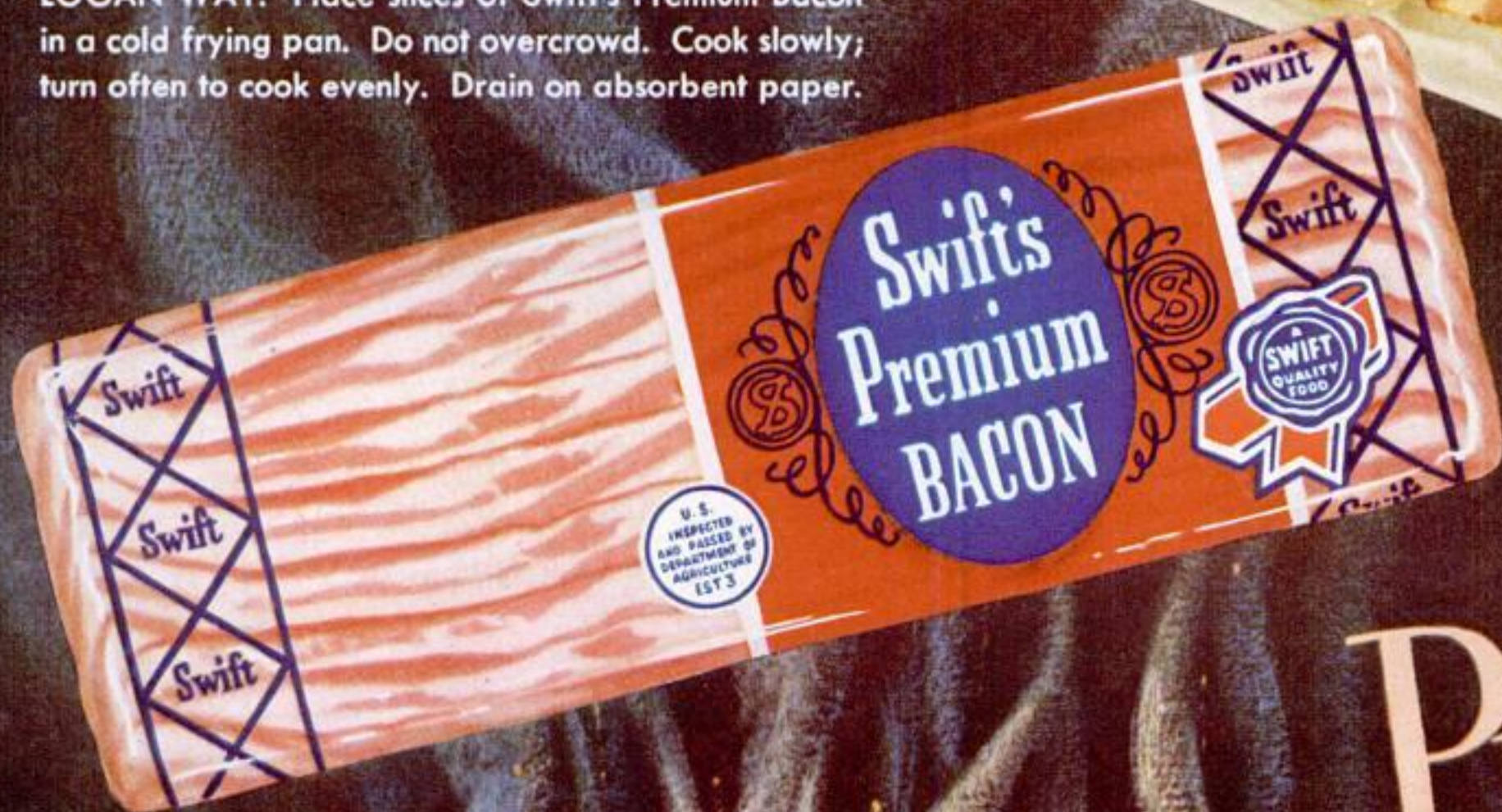
HOW TO SLIP for picture is demonstrated by Pietschmann for benefit of his model. "It had to be done just right so it would look convincing," he says.

Too good to miss! Swift's Premium Bacon with that famous Sweet Smoke taste

How long since you've tried America's favorite bacon? Perfectly ribboned with fat and lean . . . sugar-cured Swift's special way . . . oven-smoked over fragrant hardwood fires. Try that teasing, tempting Sweet Smoke Taste . . . soon. You'll see why Swift's Premium is truly America's best-liked bacon!



GIVE BACON A BREAK . . . COOK IT THE MARTHA LOGAN WAY: Place slices of Swift's Premium Bacon in a cold frying pan. Do not overcrowd. Cook slowly; turn often to cook evenly. Drain on absorbent paper.



Swift's Premium Bacon



**THE MAN WHO TALKS
ONLY TO PILOTS**
— and Flagship pilots at that!

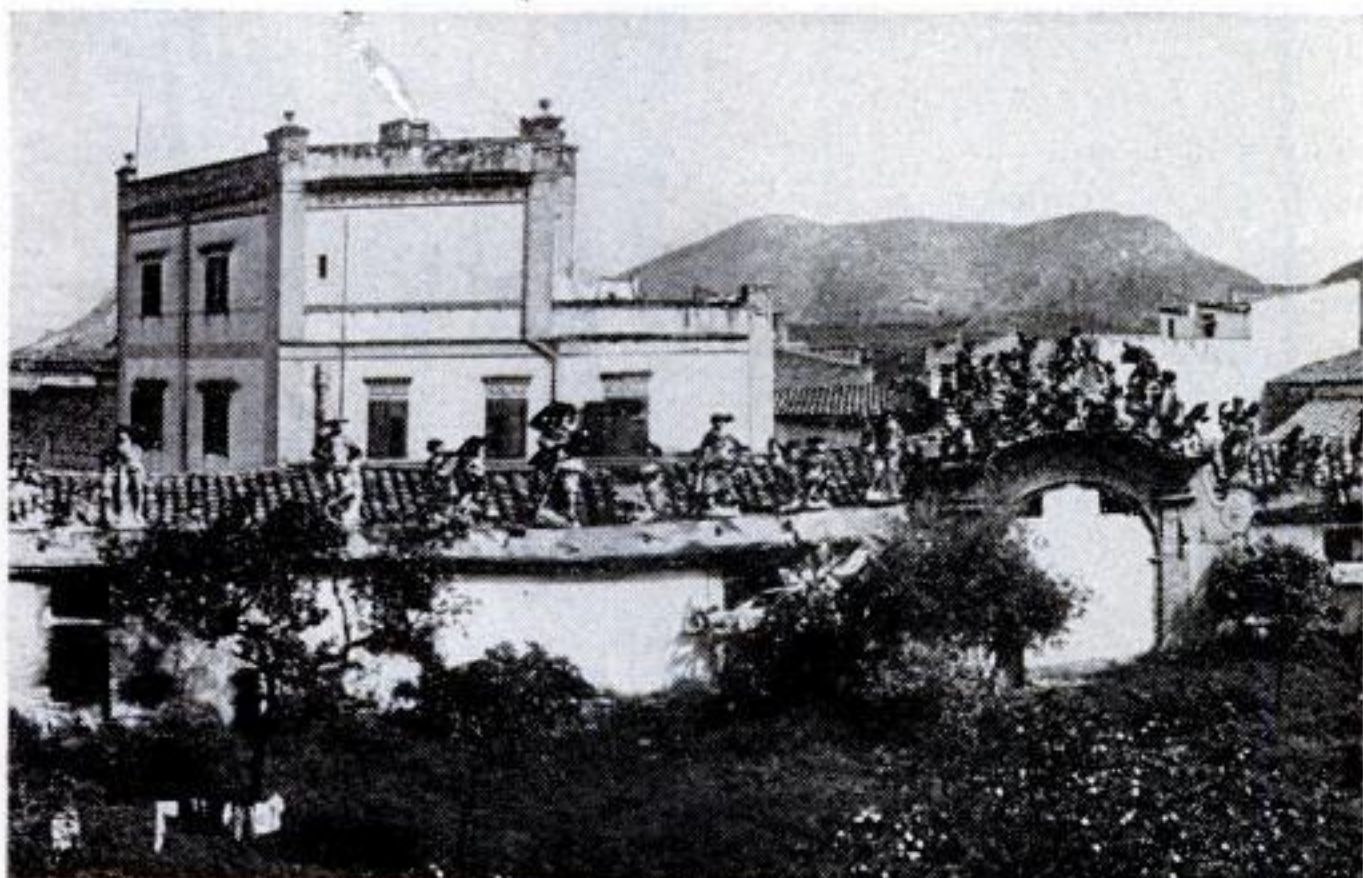
You MAY BE OUT OF SIGHT...but, you're never out of reach when you go American. For, all along the route of the Flagships, radio operators like these are constantly in touch with your pilot who periodically reports the progress of his flight.

By their outstanding performance, they have contributed immeasurably to the remarkable safety record of our airline. American is justly proud of these ever-watchful men whose voices rise to greet the Flagships as they pass.



AMERICA'S LEADING AIRLINE **AMERICAN AIRLINES INC.**

LIFE'S REPORTS



THE STRANGE AND GRUESOME STATUES STILL CLUTTER PALACE WALLS

THE UGLY PRINCE

The curse of a cuckold nobleman strikes again at the palace of horrors he built for his wife

by ROY ROWAN

ROME

In Bagheria, a small Sicilian town overlooking the Tyrrhenian Sea, stands a palace so strange and ugly that for two centuries people have puzzled over the prince who designed it. Some say he was mad. Others say his weird architectural outburst was the result of his being betrayed by his beautiful wife. But all Bagherians agree that the Prince of Palagonia, whose ancient curse struck again last month in the shadow of a five-eyed goblin outside the palace walls, was the ugliest man who ever lived in Sicily.

Ferdinando Francesco II of Gravina, the Prince of Palagonia, was bald, repulsively pock-marked, had a molelike mouth and a sloppy paunch (the portrait at left is sheer flattery). But he had every other material reason for happiness. Born in Palermo in 1722, he inherited ample wealth and as impressive an array of titles as any nobleman could wish for: Knight of the Illustrious Order of the Golden Fleece, Chamberlain of His Sicilian Majesty, His Majesty's Privy State Councilor, First Class Spanish Grandee, Head of the Gravina Family, Lord of the Nut and Bitter Fig, Baron of the Lands of Holy Brother and Foot of the Mountain, Baron of Cold River, Baron of Fishing Rods and Lord of the Fresh Water Fleet. But neither



PRINCE OF PALAGONIA

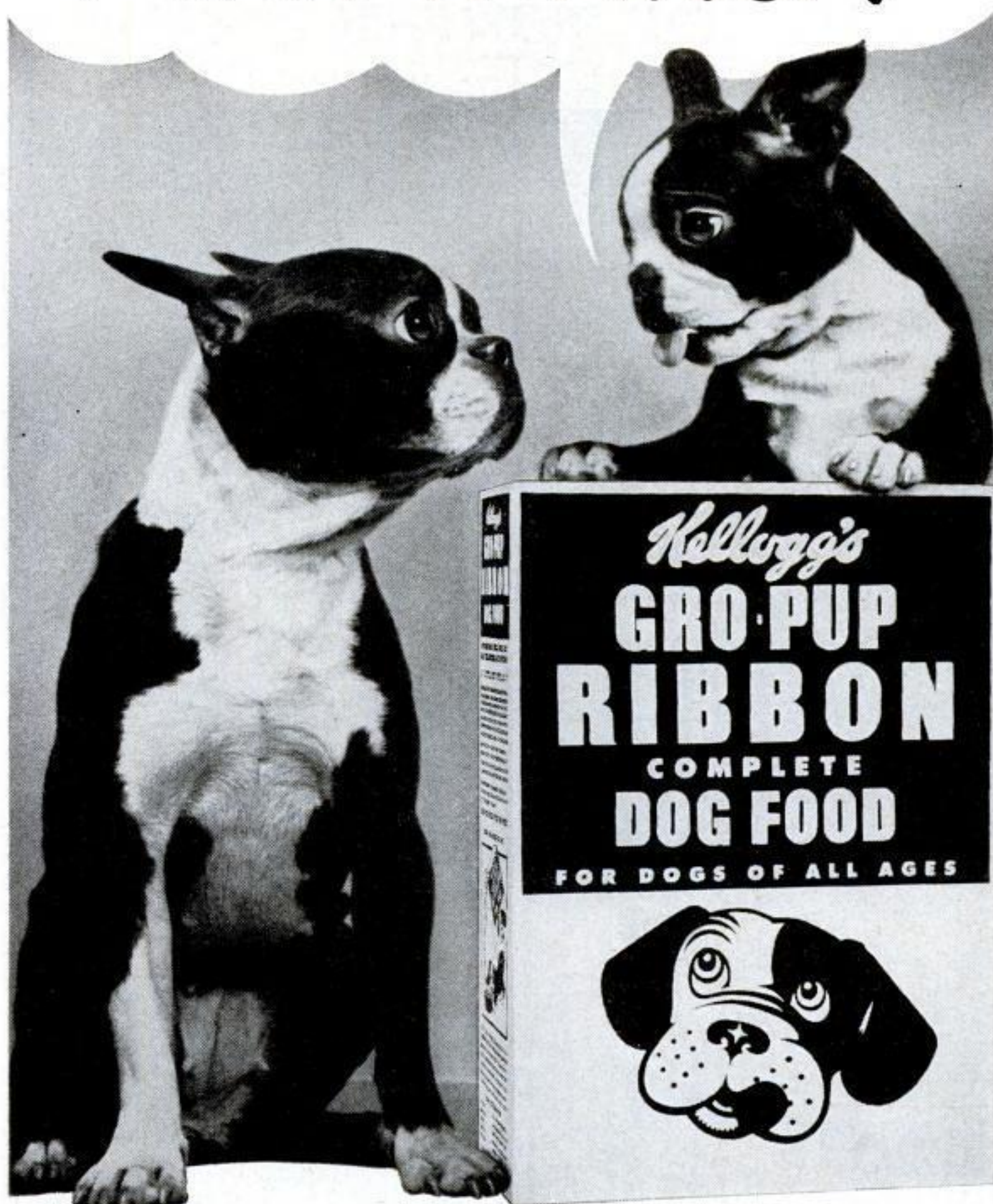
riches nor titles could win him friends. Society snubbed him, and even peasants ridiculed his awful ugliness. A neighbor wrote of him, "With all his wealth, the Prince of Palagonia lives most miserably. He sleeps on the ground and flogs himself and his servants during long hours of prayer before the Madonna."

Then, suddenly, the prince astonished everyone by marrying beautiful Maria Gioachina Gaetani, daughter of Duke Luigi Gaetani and the belle of Sicilian nobility. Almost overnight the prince's hermitlike existence changed, and the halls of the once lonely *palazzo* echoed to music and laughter. An endless round of royal entertainment was arranged by Maria for the prince's new-found friends.

But, almost as suddenly as it began, the festivities at the palace ended. Maria, the distraught prince discovered, was providing his visitors with royal entertainment more enticing than mere puppet shows and partridge shoots. Bitterly the prince closed the palace gates on his

CONTINUED ON NEXT PAGE

I SAW IT FIRST!



Build a bouncy, happy dog with "COMPLETE DINNER" Gro-Pup!



FOR THEM: A "complete dinner"—you need add no other food to Gro-Pup! It's smackin' good nourishment through and through! These crisp, hearty ribbons pack a real "nutrition wallop" in every bite. Protein aplenty for well-muscled bodies . . . quick-energy fuel foods . . . every essential vitamin and mineral!

FOR YOU: The fastest, easiest way to feed your dog! No mixing, no can openers, no refrigeration. Save up to 40% over most canned dog foods!



GRO-PUP is the first dry dog food awarded this seal of approval!

As a Complete Food

FOR DOGS OF ALL AGES, SIZES AND BREEDS



YOUR OWN DOG'S PHOTO ENLARGED AND FRAMED!

Fine 5" x 7" enlargement of your dog's snapshot. Comes in clear plastic easel frame! All for 35¢ and Gro-Pup Ribbon box top. Send snapshot (not negative) with your name and address to Kellogg's, Box 560, Providence, R.I.

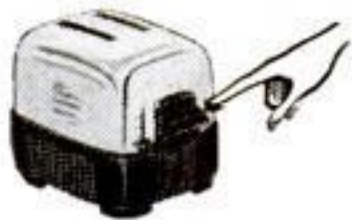
Piping hot toast
when and how you want it!



See the General Electric Automatic Toaster at your retailer's—\$21.50*

General Electric Automatic Toaster
keeps your toast down till you want it, or pops it up!

When you want it!



The new General Electric Automatic Toaster has a remarkable new control. You set it to keep your toast down inside the toaster till your eggs are ready. Or you can set it to pop your toast up.

How you want it!



Light, medium, or dark. Just set the control, it won't matter if you're toasting one slice or twenty. You can put your confidence in the General Electric toaster to toast every slice the exact way you want it.

So quick to clean!



This new, slimmer, streamlined General Electric toaster has a snap-in Crumb Tray for quick, easy cleaning. It won't take you a minute to snap it out, clean it, and snap it back again. General Electric Company, Bridgeport 2, Connecticut.

*(Incl. Fed. Exc. Tax) Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL  ELECTRIC

UGLY PRINCE CONTINUED

visitors and resumed his role of recluse. Maria, however, refused to give up her life of gaiety, and so the prince began to spend his evenings devising new and better schemes to keep her within the gloomy palace walls.

Perhaps it was at this time that he began to go mad. In any event the scheme he finally hit upon was to make his palace the strangest in all Europe. If locked gates could not keep his wife at home, he thought, terror might. He would surround his palace with monsters so fearful and grotesque that Maria would not dare to venture past them in the darkness. At the same time he would vent his bitterness on humanity with gruesome creations mocking mythology, history and the classics. Best of all, he would exact revenge. Placed among the monsters he planned to set up would be comical contemporary figures displaying his enemies and, most particularly, Maria's lovers.



STATUE MOCKS PRINCE'S RIVAL

A ray of hope that he might recapture his lost bliss also flickered in the ugly prince's tortured mind. Hemmed in by monsters, Maria might at last find him, by comparison, worth loving.

To carry out his plan the prince commissioned the most imaginative architect in Sicily, a Dominican friar named Tommasso di Napoli. From Palermo he summoned a studio of sculptors. For the price of 100,000 silver shields they were to carve 200 terrifying caricatures from the brown coral rimming the Sicilian coast.

For five years the clink of chisels chipping the huge coral blocks drifted through the lemon groves as sculptors, masons and laborers, directed by the energetic Dominican friar, swarmed over the palace and its grounds. They lined the avenue leading to the villa with figures of horror; dragons, serpents, gargoyles and contorted human figures took their places on the palace walls and roof. The nightmare atmosphere this accomplished was pronounced by the prince a complete success. In his diary he noted, "At last I have discovered the means to complete God's faulty creation of man." And on the road leading past the palace

CONTINUED ON NEXT PAGE

TUMS Let you eat what you like

Millions now eat foods they never dared touch—without fear of acid indigestion distress—by taking a couple of Tums after eating. Almost instantly, heartburn, sour stomach, gassy bloat of acid indigestion are relieved. And Tums are so pleasant to take... just like candy mints. Don't deny yourself food you like. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.



for the tummy

Try a 25¢ Box **NEED A LAXATIVE TOO?**
Nature's Remedy
R TO-NIGHT TOMORROW ALRIGHT

HAVE YOUR FRIENDS STOPPED PHONING?



Be popular, be alluring—check diaper odor with new Mennen Baby Magic Skin Care! It smooths in fast. You're never greasy or sticky! Keeps you fresher, sweeter—checks diaper odor as well as diaper rash! Tell Mom it's more sanitary, saves time too—in the unbreakable Safety-Squeeze Bottle.



it's a breeze... JUST SQUEEZE!
only 49¢
MENNEN BABY MAGIC
SKIN CARE



"JERIS

wins my thanks"

says
Fred Mac Murray
for **greaseless
good grooming
and healthier
handsomer hair**

FRED MacMURRAY starring in RKO's
"COME SHARE MY LOVE"



**ONLY DANDRUFF-
DESTROYING* JERIS HAS
THIS FRESH, CLEAN-SCENTED
MASCULINE FRAGRANCE**

Only JERIS brings you: 1. *Greaseless good grooming.* 2. *Healthier, handsomer hair.* 3. *Scalp-stimulation:* Daily JERIS massage helps promote healthy hair growth, relieves dry scalp, excessive falling hair. 4. *Destroys dandruff germs* on contact.* 5. *Exclusive masculine fragrance:* Daily use leaves hair clean-scented. Get JERIS today at drug counters and barber shops everywhere. JERIS Hair Tonic won't discolor coat collars, can't soil shirts, stain hats or upholstery.

When Jack's pate was oily
His hair appeal was nil
He switched to greaseless JERIS
And now he's
got his Jill.



JERIS
ANTISEPTIC
HAIR TONIC



*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff.



MAD FANTASIES of prince's jealous mind were turned by sculptors into a gallery of goblins, goons and grinning monsters around palace.

CONTINUED ON NEXT PAGE

FARBERWARE

TRADE MARK

heavy aluminum-clad
Stainless Steel
cooking ware

400% THICKER!
1/8-inch layer of
aluminum bonded to
entire bottom of each
stainless steel utensil. 4
times thicker than extra
layer applied to bottom
of other domestic
cooking ware!

SPREADS HEAT EVENLY

A PRIZE WINNER FOR BEAUTY

CLEANS IN A JIFFY

Wonderful for "MOTHER'S DAY"—or any day! the new wonder-working "tops in bottoms" prevents hot spots . . . minimizes scorching, sticking, spoilage. Ideal for "water-less" or regular cooking . . . for use on any type of stove. Exclusive heat-withstanding Non-Slip handles. Unsurpassed for long-time service. 13 magnificently matched pieces . . . at reliable stores everywhere.

1-qt. Covered Saucepan..	\$3.95
2-qt. Covered Saucepan..	5.30
3-qt. Covered Saucepan..	6.10
4-qt. Covered Saucepan..	6.85
4-qt. Covered Saucepot..	6.85
6-qt. Covered Saucepot..	8.65
8-qt. Covered Saucepot..	9.95
2-qt. Double Boiler	8.65
7" Fry Pan.....	3.79
8 1/2" Fry Pan.....	5.19
10 1/2" Fry Pan.....	7.45
10 1/2" Chicken Fryer.....	10.95
5-qt. Dutch Oven.....	11.95



Free! Illustrated 36-page Gift Book. Write:
S. W. Farber, Inc., Dept. L-3, New York 54, N. Y.

1900-1950 . . . 50 YEARS OF FARBERWARE . . . BEST BEYOND COMPARE

Are you reducing tooth decay with Amm-i-dent* ammoniated Tooth Paste?



***YOU SHOULD,** because... (1) sworn dental records show Amm-i-dent helped prevent cavities with 4 out of 5 users; (2) the Amm-i-dent formula can show published proof that it actually *reduced tooth decay*; (3) more dentists recommend Amm-i-dent than any other dentifrice.

*Trade Mark

Amm-i-dent is available in Tooth Paste or Tooth Powder form

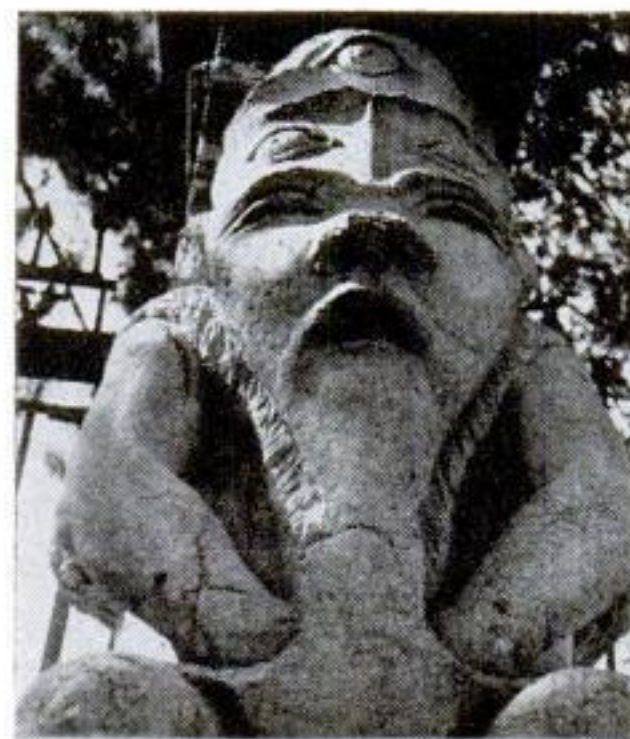
UGLY PRINCE CONTINUED

he posted a warning, "EXPECT-ANT MOTHERS BEWARE! THE SIGHT OF THE MONSTERS AHEAD MAY CAUSE YOU TO GIVE BIRTH TO MISSHAPEN BABIES!"

From then on the townspeople seldom saw the prince and Maria. Behind the garden of horrors they lived out their gloomy lives until the prince died in 1788 at the age of 65, leaving his wealth to the poor. Maria followed him to the grave a few years later. No one knows if they ever had a moment's happiness together.

Legend and literature embellished the story of the ugly prince. Goethe, seeing the palace in 1787 in the course of his Sicilian journey, named it "The House of Whim." Comte de Borch, the 18th Century French historian and traveler, viewed the *palazzo* with delight and noted, "Surely [the statues] must make contemporary scholars rage with fury." The citizens of Bagheria, which in time grew up around the villa, had less of a sense of humor. Several times early in the 19th Century they brought legal action to have the statuary removed, and from generation to generation the legend of the curse which lay on the *palazzo* was passed with dark forebodings from parents to children.

Today Villa Palagonia is an apartment building divided into dingy cold-water flats; its present tenants—a teacher, two shopkeepers, a municipal clerk—are far removed from the prince's noble strain. But they, and other Bagherians, were muttering last month about the curse that hangs over the gloomy villa and its crumbling, grotesque statues. *Carabinieri*, who for seven years have been pursuing the notorious Sicilian Bandit Salvatore Giuliano (LIFE, Feb. 23, 1948), cornered two of his henchmen one night in the villa's gloomy shadow. Shots blazed in the darkness, but the bandits got away. When the police gathered their forces together again, they discovered one *carabiniere* dead, another wounded. They were lying at the foot of the glowering, five-eyed goblin (*below*) who stands guard at the *palazzo*'s gate.



THE ACCURSED FIVE-EYED GOBLIN

GUARD YOUR HAIR AGAINST *Dampness* *Droop*



Save re-doing time, resetting cost. Wear a Venida Hair Net and thwart the elements. Preserve that fresh, "just done" look all day—all evening. Perfectly matching shades in styles for every hairdo. Save by the dozen!

Colors 20c	} single or double mesh	Grey, white 25c
12 for \$2.25		12 for \$2.75

Hand-made of human hair

VENIDA
The Guaranteed
HAIR NET
rules the waves

No other gift so truly says

"I Love You Mother"

Choose This Practical Gift
for Her Day, May 14



No. 2454. Queen Anne lowboy in Mahogany. Real drawer in base with lock and key. In blonde Korina, No. 2470; in Maple, No. 2457.

\$79.95

LANE CEDAR CHEST

Remember mother with the gift she has longed for... so beautiful, so practical. Includes Moth Protection Guarantee! One garment saved from moths pays for her Lane. (The perfect gift, too, for sweetheart, wife, daughter or sister on any special occasion.)

There is a Lane for every room to harmonize with all types of furniture. For sale at furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L34 for information, if desired.

"Take it Easy" Breakfasts

Quickest, cheerfulest treat of the morning is Kellogg's Corn Flakes with bananas. And a splendid *main dish!* ... for those sweet flakes of nourishing corn give whole-kernel richness in valuable iron, thiamine and niacin. With milk and fruit, fine nourishment!

"Wake up, teenagers!" says Betty Betz, columnist to young Americans, "Skipping breakfast can sink you low. Know a breakfast dish that really can send you? Kellogg's Corn Flakes! It's swell for the morning push!"



Hamburger hint, from Mrs. Regina Frisbie—Home Economics Head at Kellogg's—and mother of 3 small hamburger fans. "Just crush 2 cups Kellogg's

Corn Flakes. Combine with 1 lb. ground beef, ½ cup milk, 1½ tsp. salt, ¼ tsp. pepper. Shape into 6 patties and panbroil. The Corn Flakes give flavor-lift... help the meat provide more nourishing servings!"

Handy? Yes, indeed! Your Kellogg's Corn Flakes now come in a Handi-Pak... 8 generous packages in one cellophane wrap!

Travelers feel at home! J. T. Mullin, dining car steward of the famous Wolverine, crack N. Y. Central train, says, "I see them all, from big shots to little tots, eating their Kellogg's Corn Flakes, which taste just like home. Even the fussiest can't fuss, because Kellogg's come so good and fresh!"



Without coaxing or tears! "Getting little Manon and Chip to eat a good breakfast is a game, now they can pick from Kellogg's VARIETY," writes Mrs.

William L. Brenner of Jacksonville, Florida. Yes, 10 choices—7 cereal favorites in VARIETY. Whichever you choose, you just can't lose!

"Loveliest silverware pattern I've ever seen is Kellogg's 'Signature'—I'm very, very pleased!" writes Mrs. Douglas O. Whitaker of Montebello, Cal.



Imagine! you receive 4 lovely silver-plate teaspoons—each with *your* script initial—for only 75¢ with the white-star end from Kellogg's VARIETY. Package tells you how to get a beautiful set.

OH, WHAT A BEAUTIFUL BREAKFAST...

Kellogg's Corn Flakes for grand flavor and main dish nourishment.



Now Mom's changed to **VARIETY**
I'm Johnny on the spot!
It's swell to pick from favorites
And boy! I eat a lot!

10-box choice,
7 cereal favorites

Kellogg's
Mother Knows **Best!**



"Glory be..what Bargains!"

Save \$1.98 to \$9.95 on these wonderful
Westinghouse Appliances. See these tremendous values
at your Westinghouse retailer's . . . now

Right at the height of the big Spring gift-giving season . . . these famous Westinghouse Electric Housewares at big bargain prices!

Now's the time to get the appliances you've always wanted. Give one to your favorite bride

. . . to Mother on her day . . . to Father on his.

Stock up now for next Christmas . . . and for those weddings in the offing. Not in years have you been able to get these grand Westinghouse Appliances at such moneysaving prices.

The very Appliances America loves best!

ROASTER-OVEN. America's favorite. Plugs in anywhere, cooks everything. Electric cooking in 2 sq. ft. of space.

"MENU-MASTER" ELECTRIC GRIDDLE. Fries, grills, makes pancakes. Cooks 10 quarter-pound hamburgers at once.

FOOD MIXER AND JUICER. With power-plus. No spatter. No shift, practically all foods mixed at one speed.

AUTOMATIC SANDWICH GRILL. Toasts, fries, grills. Maintains heat, automatically. Signal light.

STANDARD SANDWICH GRILL. Toasts, fries, grills sandwiches and many other foods. Large 10 x 6-in. grid.

WAFFLE GRIDS FOR GRILLS. Aluminum, fit either Sandwich Grill. Bake large 4-section waffles. Pretreated.

AUTOMATIC WAFFLE BAKER. Light signals when to pour batter, when to remove waffle. Dial for selecting degree of brownness. Pretreated so waffles won't stick.

STREAMLINER IRON. Has "Personalized Temperature Control". Fabric Dial sets 3 ironing speeds for each fabric.

WIL-STAN HOT-IRON HOLDER. Safe storage for iron, even when hot. Hangs on cupboard door or wall.

2-CUP ELECTRIC PERCOLATOR. Excellent "extra perc" for quick cup of coffee. Use it to heat water for instant coffee, cocoa, tea.

WESTINGHOUSE ELECTRIC CORPORATION
APPLIANCE DIVISION • MANSFIELD, OHIO

See T-V's Top Dramatic Show . . . "STUDIO ONE". . . Every Week

YOU CAN BE **SURE..IF IT'S** **Westinghouse**



Waste-Away

Cleaner

Tank Cleaner

Hand Vac

Refrigerator

Home Freezer

Range

Water Heater

Laundromat

Dryer

Coffee Maker

Mobilair

Toaster

6 BIG DIVIDEND OFFERS

DIVIDEND 1

ROASTER-OVEN, reg. \$39.95
ELECTRIC GRIDDLE, reg. \$14.95

BOTH FOR \$44.95 SAVE \$9.95

DIVIDEND 2

FOOD MIXER AND JUICER, reg. \$39.95
ELECTRIC GRIDDLE, reg. \$14.95

BOTH FOR \$44.95 SAVE \$9.95

DIVIDEND 3

AUTOMATIC SANDWICH GRILL, reg. \$17.95
WAFFLE GRIDS FOR GRILL, reg. \$2.95

BOTH FOR \$17.95 SAVE \$2.95

DIVIDEND 4

STANDARD SANDWICH GRILL, reg. \$14.95
WAFFLE GRIDS FOR GRILL, reg. \$2.95

BOTH FOR \$14.95 SAVE \$2.95

DIVIDEND 5

WAFFLE BAKER, reg. \$16.95
2-CUP ELECTRIC PERCOLATOR, reg. \$3.95

BOTH FOR \$16.95 SAVE \$3.95

DIVIDEND 6

STREAMLINER IRON, reg. \$12.95
WIL-STAN HOT-IRON HOLDER, reg. \$1.98

BOTH FOR \$12.95 SAVE \$1.98

MAY AND JUNE ONLY

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

NAKED DOUKHOBORS GO ON RAMPAGE.....	29
PHOTOGRAPHER GETS CLOSE-UP OF B-50 LAUNCHING ROCKET PLANE.....	34
EGG MAKES A 38TH WHOOPING CRANE POSSIBLE.....	38
CRIME, CAPITALISM AND COMMUNISM ARE ON DISPLAY AT HEARINGS.....	40
EDITORIAL: "IT'S ALL FOR PEACE".....	42
NEW YORK STUDENTS RIOT FOR TEACHERS.....	47
BUT SMITH GIRLS QUIETLY PUSH WORLD GOVERNMENT.....	48
A CRUDE INCUBATOR KEEPS KIDNAPED BABY ALIVE.....	50
"SILENCE IS SUICIDE".....	53
TOP U.S. FIGHTER PILOTS COMPETE AT AERIAL GUNNERY MEET.....	70
QUEEN MARY'S RUG IS BIG CROWD PULLER.....	95

PHOTOGRAPHIC ESSAYS

ITALIAN GARDENS.....	73
PHOTOGRAPHED FOR LIFE BY DMITRI KESSEL.....	
PENNSYLVANIA POLITICS.....	118
PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE.....	

ARTICLE

CONSPIRACY INSIDE COMMUNISM, by RUTH FISCHER.....	103
---	-----

CLOSE-UP

PARIS MANNEQUIN, by JOHN STANTON.....	61
---------------------------------------	----

MOVIES

"CITY LIGHTS".....	81
--------------------	----

MEDICINE

ARTIFICIAL HEART.....	90
-----------------------	----

MODERN LIVING

PRIZE-WINNING FURNITURE.....	98
------------------------------	----

SPORTS

JACKIE ROBINSON'S DOUBLE PLAY.....	129
------------------------------------	-----

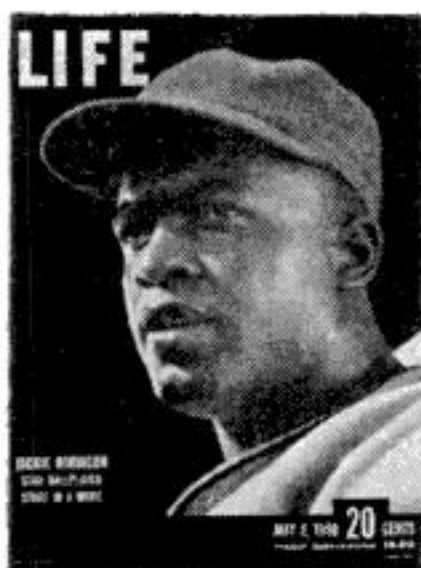
FASHION

"BARGAIN BASEMENT" STYLES FROM FRANCE.....	139
--	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	2
SPEAKING OF PICTURES: DETROIT CAMERA CLUB TAKES SALON SHOTS AMONG SAND DUNES.....	16
LIFE'S REPORTS: THE UGLY PRINCE, by ROY ROWAN.....	21
LIFE GOES TO A SAN ANTONIO FIESTA.....	144
MISCELLANY: PYTHON IS A BOY'S PAL.....	152

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



LIFE'S COVER

A professional ballplayer saw Jack Roosevelt Robinson batting a ball around when he was still a kid, and remarked, "He'd be worth a million in baseball if he were white." The kid grew up to prove that it doesn't make a bit of difference what color a good player is. He is still somewhat short of making that million, but for a young man of 31 he's not doing so bad: his present salary from the Brooklyn Dodgers is at least \$35,000 a year, and he is getting \$30,000, plus 15% of the profits, for the new Hollywood movie based on his life (pp. 129-135).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—J. R. EYERMAN	53, 54, 56—B. S.
2—ALLAN GRANT	61 THROUGH 64—N. R. FARRMAN
4—DICK POPE	68—PAT ENGLISH
7—INT.	70—J. R. EYERMAN
16, 17—WALLACE KIRKLAND, LYALL F. CROSS, LOUIS A. PUGGARD, WALLACE KIRKLAND—WALLACE KIRKLAND, EARLE W. BROWN, EVA BRIGGS, WALTER J. PIETSCHMANN	71—MASTER SERGEANT LOUIS SKOLNICK—J. R. EYERMAN
18—WALTER J. PIETSCHMANN—WALLACE KIRKLAND	73 THROUGH 79—DMITRI KESSEL
21—T. A. GRECO	81 THROUGH 89—UNITED ARTISTS
22—FOSCO MARAINI	90, 91—ALBERT FENN—DRAWING BY C. N. JONES JR.
23—FOSCO MARAINI—DAVID SEYMOUR FOR MAGNUM	92—ALBERT FENN
24—DAVID SEYMOUR FOR MAGNUM	95—WALTER CURTIN
29—WAYNE MILLER—WESTON SMITH	97—TED CASTLE
30—T. WAYNE MILLER EXC. BOT. ALICE STEVENSON: RT. WAYNE MILLER—UNDERWOOD & UNDERWOOD—W.W.	98, 99, 100—HERBERT GEHR
31—WESTON SMITH	103—A. SAMSONOVA FROM "PROJECTOR", NINA LEEN
32, 33—WAYNE MILLER	104-105—SOVFOTO, ROBERT LOW, SOVFOTO, HUNGARIAN BULLETIN PHOTO SERVICE, JOHN PHILLIPS, ACME
34, 35—PHIL BATH FOR LOS ANGELES TIMES	106—ACME
37—LT. H. G. WALKER—KEYSTONE: PT. DON ULTANG FOR DES MOINES REGISTER AND TRIBUNE—A.P.	112, 113—ACME, ONA FROM EUROPEAN, SOVFOTO
38—RED MOORES	115—ACME
39—JULIAN A. HOWARD FOR FISH AND WILDLIFE SERVICE	118—FROM THE BARRETT COLLECTION, CULVER, BROWN BROTHERS, EUROPEAN—LEONARD McCOMBE
40, 41—A.P., MICHAEL ROUGIER, ROBERT W. KELLEY (2)	119 THROUGH 125—LEONARD McCOMBE
—H. G. WALKER	126—GJON MILI—NINA LEEN—COURTESY L. CHARELL
42—ROY STEVENS	129—HY PESKIN—J. R. EYERMAN
47—N. Y. JOURNAL-AMERICAN FROM INT.—INT.	130—J. R. EYERMAN
48—YALE JOEL	131—HY PESKIN, YALE JOEL, ACME
50—DRAWING BY MATT GREENE—N. Y. DAILY MIRROR FROM INT., ACME	132, 135—J. R. EYERMAN
	139—CARTER FROM B. S.—EMERICK BRONSON
	140, 143—CARTER FROM B. S.
	144 THROUGH 151—JOHN DOMINIS
	152—GEORGE SKADDING

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

In 13.7 Seconds
A High Hurdler Can
Race 120 Yards
... But In Only

TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!

MAKE THIS TEST!

To actually see how fast it's ready to go to work, drop a Bayer Aspirin in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you want really *fast* relief from ordinary headache, neuritic or neuralgic pain, use genuine Bayer Aspirin. It brings you relief with amazing speed because it starts disintegrating almost instantly you take it. Timed by stopwatch, it's actually ready to go to work in *two seconds*.

But *fast* relief isn't the only reason why it pays to use Bayer Aspirin. Also important is the fact that you can take it with *complete confidence*. For Bayer

Aspirin's single active ingredient is not only so *effective* that doctors regularly prescribe it for pain relief, but is so *gentle* to the system mothers give it even to small children on their doctors' advice.

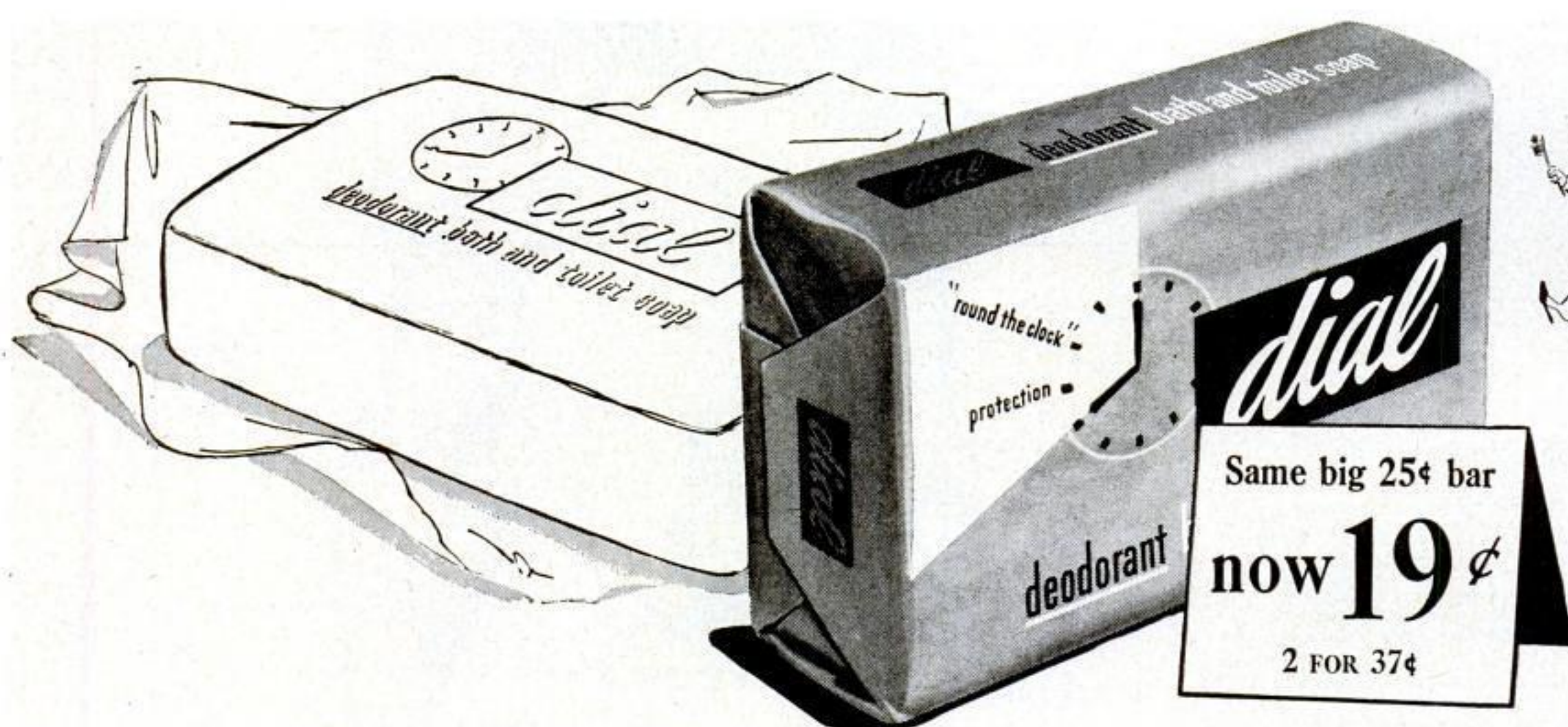
So when you're in pain, don't experiment with drugs that have not been proved by years of successful use. For the *fast* relief you want—and the *dependable* relief that's important to your health—take genuine Bayer Aspirin. And always be sure to ask for it by the name "Bayer" when you buy.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

Price reduced on DIAL Soap

...the soap that stops odor before it starts!



Thanks, America! Your wholehearted response to Dial soap brought mass production savings that Armour and Company gladly shares with you!

If you're one of the millions who already use Dial, you *know* that it's the first truly effective deodorant soap. If you've never tried Dial—NOW IS THE TIME TO TREAT YOURSELF to the first and only soap unconditionally guaranteed to keep you fresh round the clock!

You see, Dial stops odor before it starts. It removes the skin bacteria that are the major cause of perspiration odor. That's because Dial contains wonderful new AT-7, the only bacteria-removing ingredient to keep its power effective in soap. And Dial smells *good*!

At its new reduced price you get 4 big bars of Dial for less than the cost of 3 before. You get the same big bar, the same rich lather—

the same long-lasting protection! So make Dial the *one* soap for the whole family. Let everybody use it, every day.

Women find Dial's rich, creamy lather is wonderful for complexions. And men like the way Dial works. For Dial is not just a "cover-up." Dial stops odor, not just underarm—but all over, all day. Dial does *not* stop healthful perspiration, but it *does* stop odor. So your clothes stay sweet-smelling, too.

Get plenty of Dial at this new reduced price. Keep the long-lasting bar handy in the kitchen, in the lavatory, in the shower. Now—let the whole family enjoy this newest, nicest way to stay fresh all day!

Camera shows how DIAL SOAP REMOVES SKIN BACTERIA THAT CAUSE PERSPIRATION ODOR



Daily baths with ordinary soap leave thousands of bacteria on the skin.



Daily baths with Dial remove up to 95% of odor-producing bacteria.

What Doctors Found

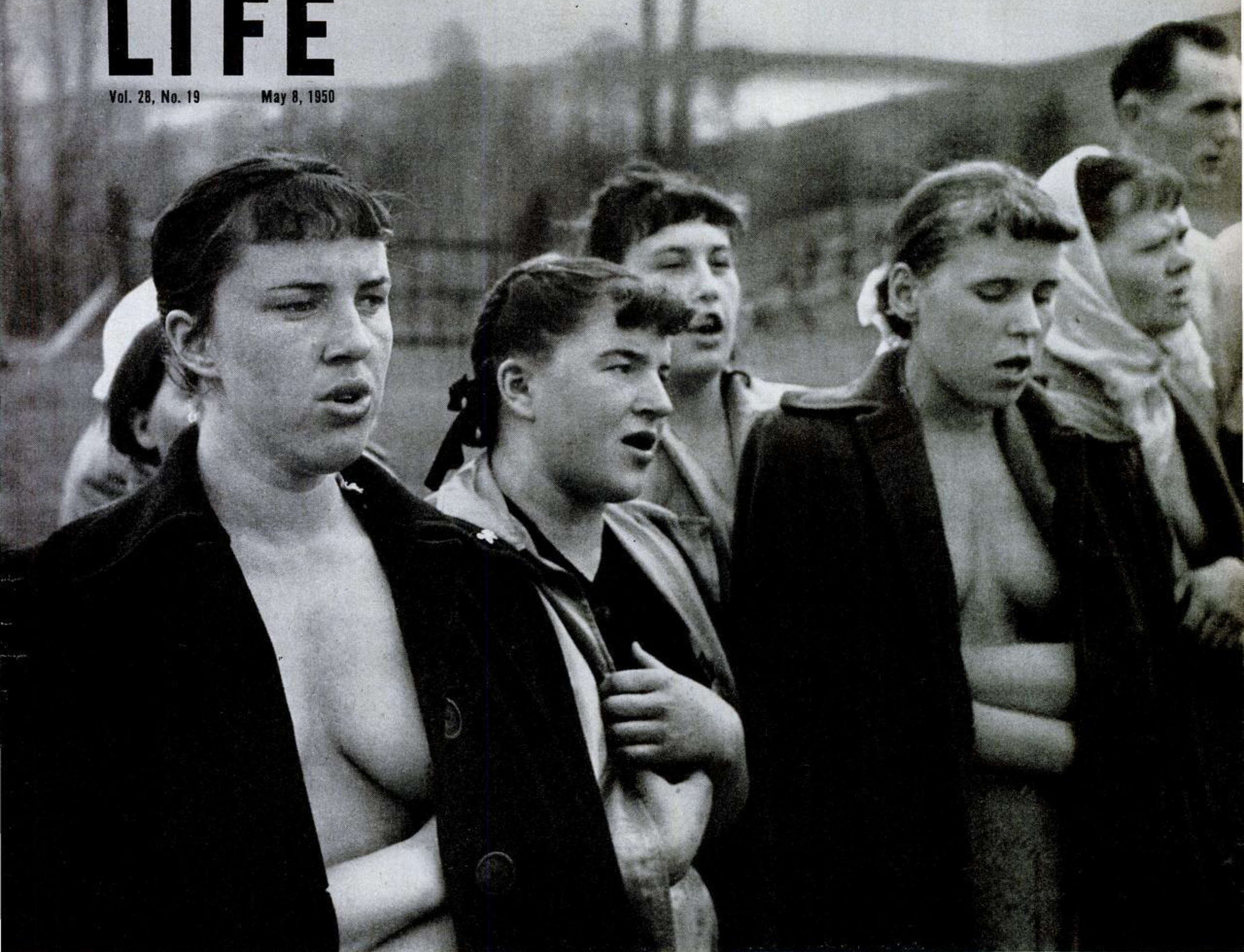


Tests by eminent medical research authorities have proved that Dial's AT-7 gets the skin amazingly clean of bacteria. In fact, doctors who continually use AT-7 soap for their surgical scrub-ups report it leaves the skin 10 times freer of bacteria than a conventional scrub-up with regular hospital soaps.

Tune in STARS OVER HOLLYWOOD—CBS, Saturdays

DIAL keeps you fresh round the clock!

© ARMOUR AND COMPANY



AFTER STRIPPING TO WITNESS A HOUSE-BURNING, BELATEDLY MODEST DOUKHOBOR GIRLS COVER THEIR NAKEDNESS, AS A SHIELD AGAINST A CHILL WIND

NAKED DOUKHOBORS GO ON RAMPAGE

In the Kootenay hills of British Columbia columns of smoke drifted up like Indian smoke signals last week. The smoke came from burning houses, and whenever a house caught fire a knot of naked people gathered, praying and singing hymns to the accompaniment of the crackling flames. To provincial police the smoke and weird goings on signaled the disheartening news that the Doukhobors were on the rampage again.

An offshoot of the Russian Orthodox Church, the Doukhobor sect was given sanctuary by Canada 51 years ago, in a burst of hospitality the dominion has had great cause to regret. The refugees were pacifists who would acknowledge no law but what they assumed was God's will. While most of them were law-abiding by temporal standards too, some showed their impatience with the state of the world by firing schools and dynamiting railroads, burning their own houses and parading in the nude.

Their latest outbreak began when 36 members of a violent Doukhobor faction known as the "Sons

of Freedom" routed the leader of a more peaceable faction out of bed in his pajamas and set fire to his house with jugs of gasoline. Their indignant victim was one John J. Verigin. As headquarters for the Doukhobor majority his house

was a tempting target for the faction of violence. It had been built by his grandfather, the late Peter ("The Lordly") Verigin, who had led the migration from Russia in 1899. The raiders willingly surrendered, but soon other Freedomites began burning their own houses. Some could give no reason; others said brokenly that they were demonstrating "against the third world war." When police arrested one band of arsonists, others would disrobe in protest and demand that they be arrested too. At first the police obliged them, but last week, after 18 burnings, the jail at Nelson, B.C. was full. The cops could only stand helplessly by, taking down the names of undressed Doukhobors for future arrest and hoping that the embarrassing wave of arson and nudity would soon run its course.



BURNING of cross-surmounted Verigin "shrine" at Brilliant, B.C. touched off the newest Douk outbreak.



IN MEETING at Krestova, Sons of Freedom stand on one side of room, their women on the other. On table that they face in center are bread, salt and water, symbols of their faith. The Doukhobors swear on these objects as most Christians swear on the Bible.



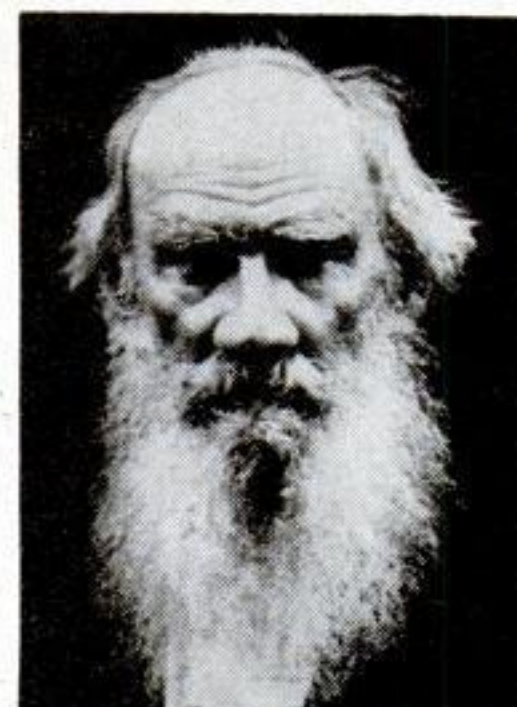
LEAVING HOUSE after a meeting, Doukhobor women have disrobed, some carrying their clothes bundled under their arms. When police arrest several of them, others demand, "Take us all!" Below: nude Doukhobors march past burning ruins, inviting arrest.



DOUK WOMEN KNEEL AS ONE OF THEIR MEN DISROBES

ONCE PERSECUTED, THE DOUKHOBORS NOW SUFFER FROM INTERNAL STRIFE

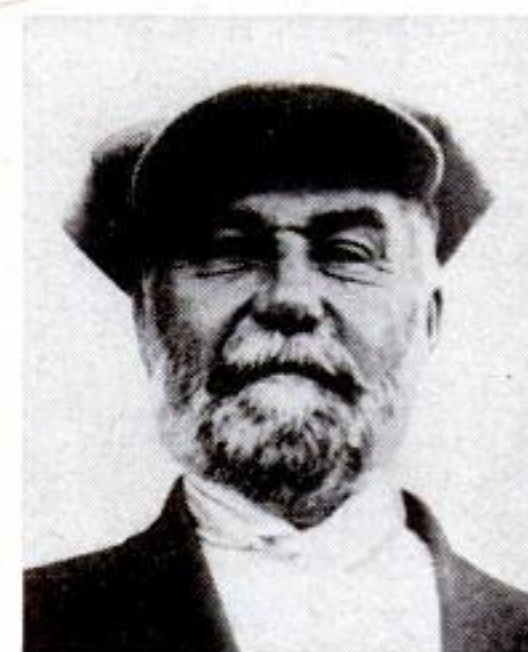
A Doukhobor upheaval is always front-page news, and often sensationalized, in the Canadian press, although the newspapers generally refrain from printing pictures of the nudists. Back of the latest outbreak lies a long and pathetic history of a cult whose efforts to live simply by their own brand of Christian faith have been punctuated by persecution and civil disobedience. The Doukhobors,



BENEFACTOR LEO TOLSTOY

or "spirit wrestlers," believe that the Divine Spirit resides in every man. That belief, plus an occasional tendency to wife-trading, and the notion that no man has any real right to worldly goods have got the Douks in trouble for hundreds of years. So has their penchant for nudity, which seems to spring from an obscure desire to emulate Adam and Eve and "show nature to humanity." Shunted from one corner of Russia to another, they suffered at the hands of the Orthodox clergy and the Cossacks. Both Leo Tolstoy and the Society of Friends, whose faith coincided with their own at some points, helped arrange their emigration to Canada. At first Saskatchewan found the industrious Doukhobors ideal settlers. But by refusing to swear allegiance to the Crown they deprived themselves of title to the lands allotted them. They wandered west to British Columbia's

Kootenay mountain country to dwell in drab little communal villages on government land. "Lordly" Verigin, their revered leader who used to punish nudists by having them flogged with brambles, had trouble keeping some of his factions under control. Verigin was killed in a railway dynamiting in 1924, and neither his heirs nor patient provincial officials have been able to keep the peace for long since. In one epidemic of nudism police sprinkled itching powder on the paraders. After another nude march that scandalized British Columbia in 1932, some 600 men and women were banished to Piers Island, B.C. for prison terms. The Douks' form of passive resistance, however, was as exasperating for Canada to cope with as Gandhi's was for British India. It was complicated by the fact that the Sons of Freedom, numbering about a fourth of the 10,000 Douks, persisted in punishing their neighbors for being too worldly. Time after time the Freedomites have raided orthodox and independent villages to burn homes and dynamite factories. Now the authorities are trying a dual solution to the vexing problem. Last week two groups of Doukhobors were sentenced to prison terms for nude parading, and scores of others were on the waiting list to be sentenced. At the same time the government was calling on psychologists and sociologists to try to reconcile the Douks to obeying the laws of the land as well as the teachings of Christ as they saw them. U.S. Quakers were also asked to help. Some of the Doukhobors were saying, irresolutely, that it might be time for them to move on to Turkey or go back to Russia. But Canada, which let it be known that it "would certainly not put barriers in their way," had yet to hear from any country that wanted them.



LEADER "LORDLY" VERIGIN



FIERY PROTEST against the jailing of a Doukhobor is this house-burning at Krestova, B.C. When Alex Datchkoff failed to post peace bond for earlier acts of violence,

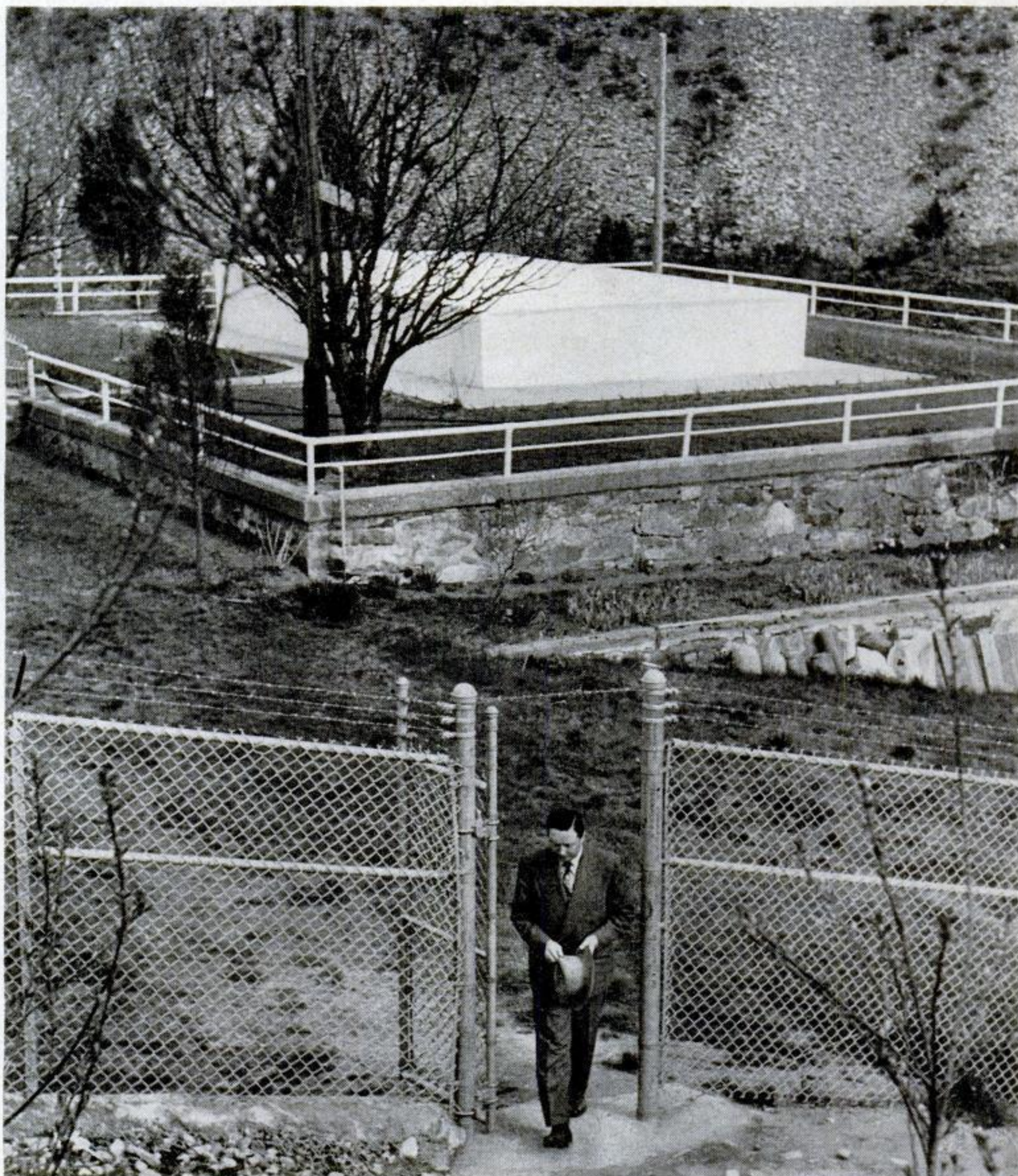
his wife set fire to their log home. Then the family and neighbors, most of them stripped naked, gathered to chant hymns and stare in fascination as flames consumed the house.



GNARLED HANDS of Mrs. Lucy Tarasoff (above), 62, and Mrs. Hoonya Tarasoff, 66, bespeak hardships of Douk life. Both women have sons in jail; the elder was among women later sentenced to penitentiary for nudism.



Doukhobors CONTINUED



FAMILY TOMB of Verigins at Brilliant is visited by John Verigin after his house was burned. Because Peter

Verigin and his son are buried here with their wives, the Sons of Freedom have bombed the shrine several times.

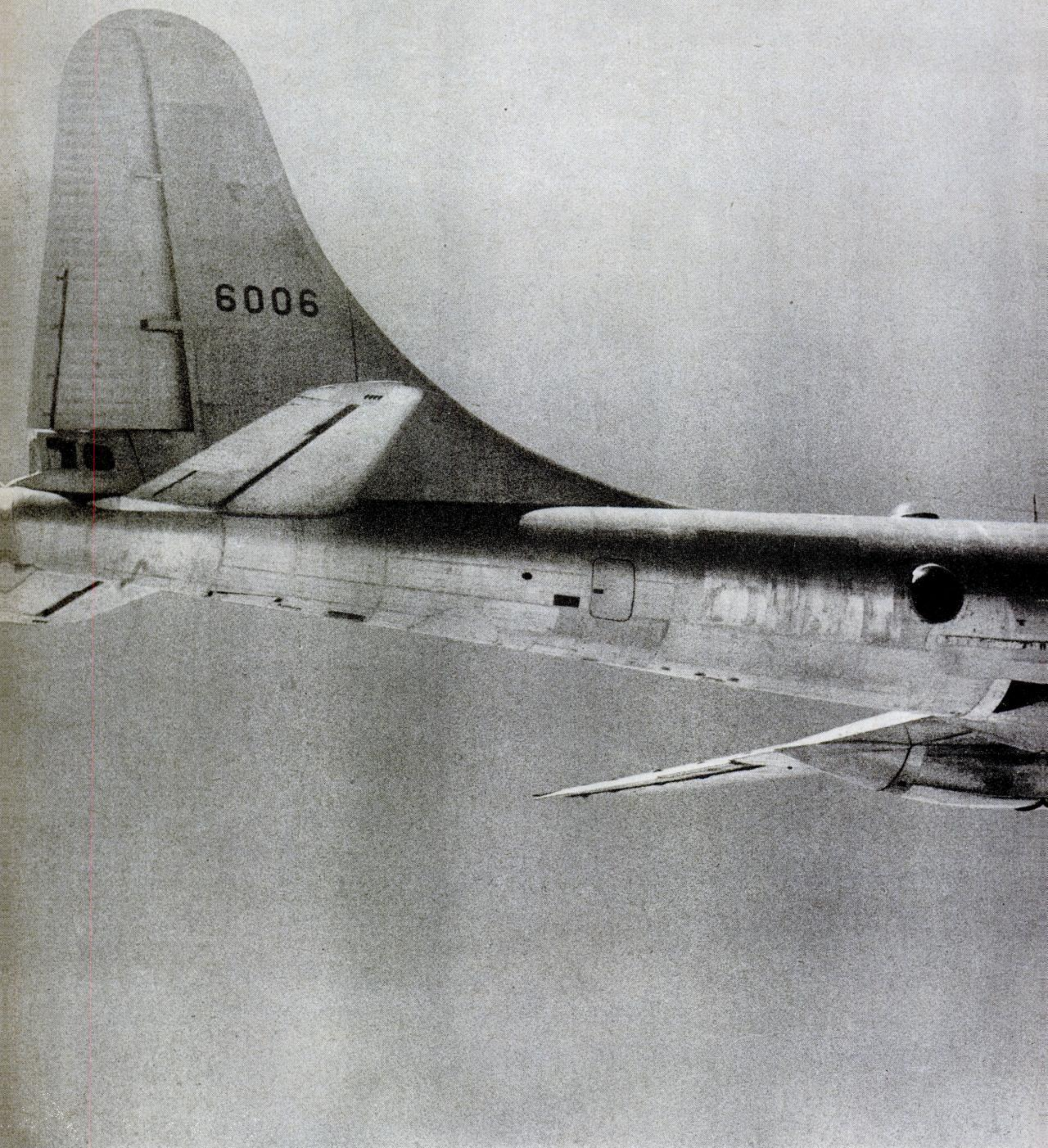


STRIP ACT by Doukhobor women in court at Nelson, just after their conviction on nudity charges, takes the

police by surprise. The women were hastily ushered out and the visitors' gallery was cleared for trials of others.

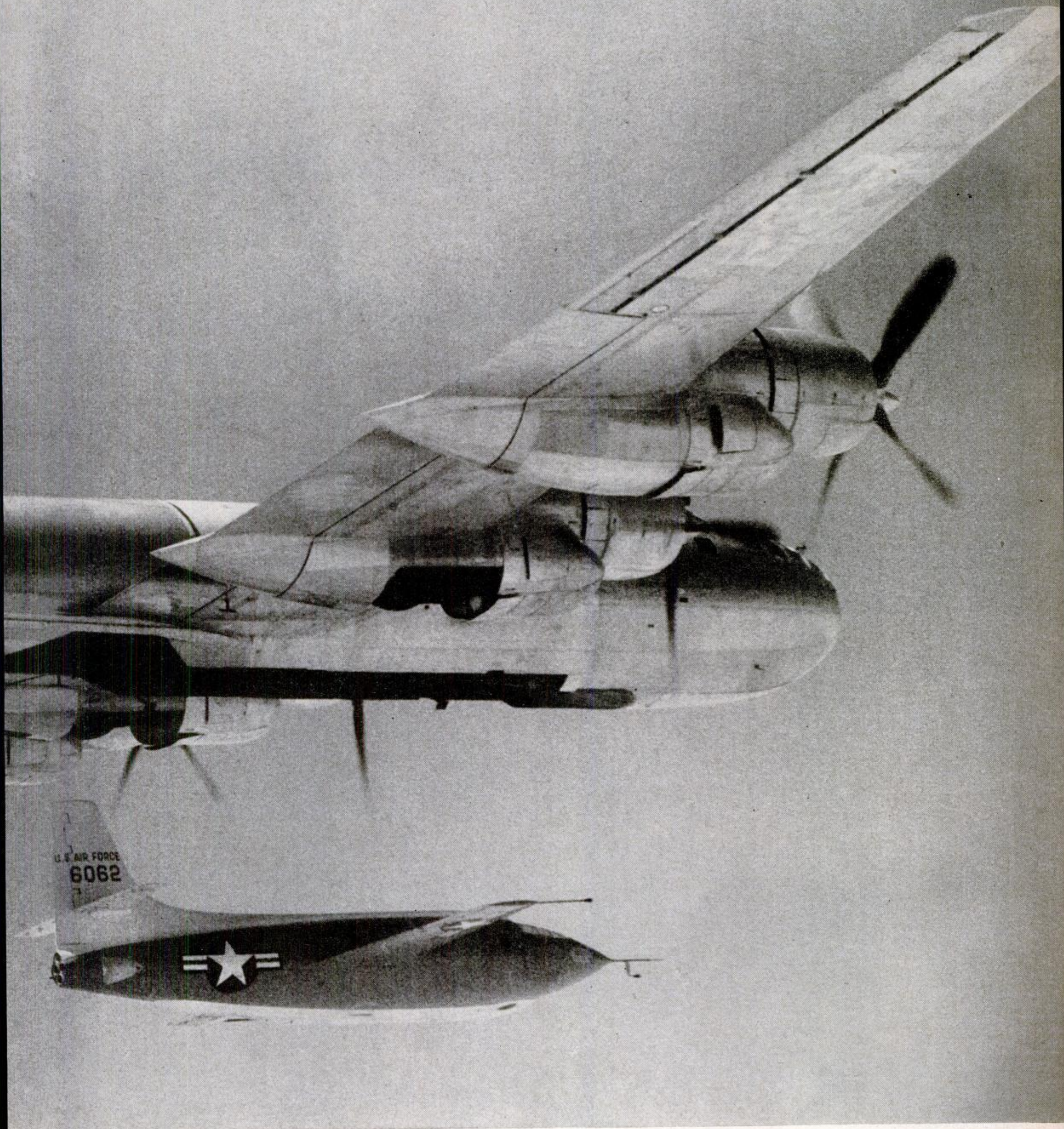
WITH BOTH PARENTS JAILED,
12-YEAR-OLD LEON LEGEBOKOFF
CRIES IN GRANDMOTHER'S LAP





ROCKET PLANE LAUNCHING

Twenty-five thousand feet above Edwards Air Force Base at Muroc Dry Lake, California, a B-50 mother plane is shown for the first time at the moment of releasing the X-1 supersonic rocket ship. This is by far the closest view of this action which has ever been released, and it is also the X-1's last flight. Overtaken



by newer models, it will shortly be enshrined in the Smithsonian Institution. Captain Charles (Chuck) Yeager, who first flew the X-1 (christened *Glamorous Glennis* after his wife) faster than sound in October 1947, piloted the rocket plane on its final journey. Shackled into the bomb bay of the B-50 with only

eight inches clearance above the runway on the take-off, the X-1 is here dropping away, like a load of bombs, to fall 1,000 feet before moving on the power of its own rocket motor. The picture was taken from a two-seater jet flying alongside at 250 miles an hour by Los Angeles *Times* Photographer Phil Bath.



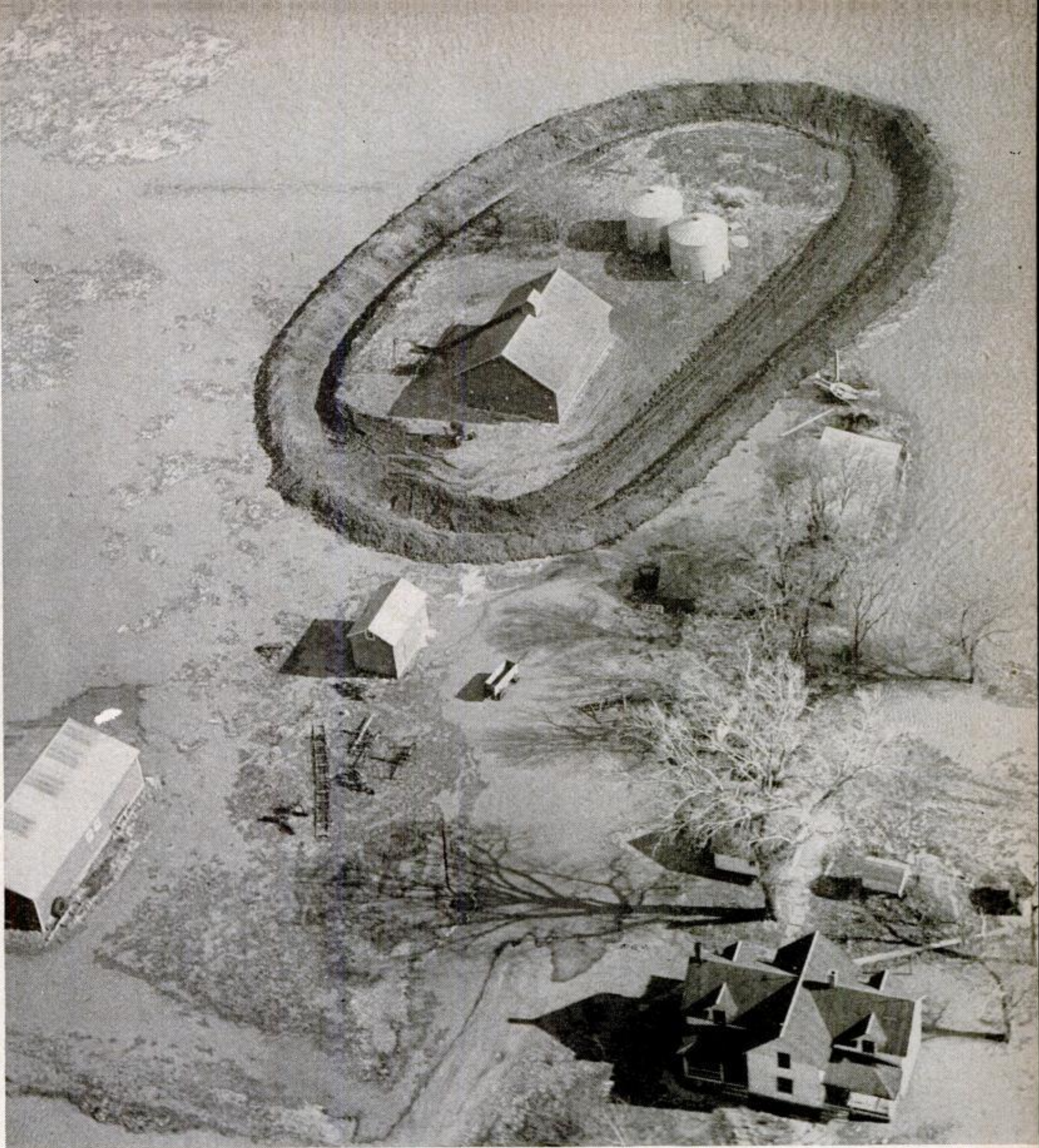


FACE OF THE PRESS

The men pictured here with copies of their home-town journals run most of the important newspapers of America. Members of the American Society of Newspaper Editors, they met for a convention in Washington to elect a new president. When LIFE asked them to pose for this photograph, they agreed only after some discussion. The argument ended when one of them said, "We ask people to do so many silly things in posing for our own cameramen, I don't see how we can turn this request down." The new president, Dwight Young of the *Dayton Journal Herald* (first row, left) couldn't find any copies of his newspaper and so had to borrow a *Washington Evening Star* from Ben McKelway, the man at his left who was president in 1949. Ten members of the A.S.N.E.'s Board of Governors, in the second row are (from left): Nathaniel R. Howard, *Cleveland News*; Alexander F. Jones, *Syracuse Herald-Journal*; Hamilton Owens, *Baltimore Sun*; Wright Bryan, *Atlanta Journal*; J. Donald Ferguson, *Milwaukee Journal*; Jenkin Lloyd Jones, *Tulsa Tribune*; Gideon Seymour, *Minneapolis Star and Tribune*; Kenneth MacDonald, *Des Moines Register and Tribune*; L. R. Blanchard, *Gannett Newspapers*, and William R. Mathews, *Arizona Daily Star*, Tucson.

CURTAIN OF MODESTY

Under this billowing canopy is not only an Indian maharani but also her car, from which she is about to step into a train. The maharani, off for a trip with the maharaja, is observing strictest purdah, a custom followed by many Moslems and some Hindus which requires a wife to conceal herself from all men except her husband.



ISLAND OF SAFETY

One-man flood control was the latest wrinkle in Iowa farming last week. When the Missouri went on the rampage, Farmer Carl Nikolaison in Blencoe threw up an emergency dike. A 45-mph wind whipped the flood on, he had to choose between keeping his corncrib dry and protecting his farmhouse. House (lower right) survived anyway.

SEA OF MUD

Slipping and staggering in the slick mud of San Francisco's Richardson Bay, police last week repeatedly just missed Edmond E. Whitfield (left), a mental patient who had escaped from Camarillo State Hospital. Free for three days, Whitfield slithered past his pursuers for two hours before they finally nabbed him, a few minutes after this picture was taken.





LOVE DANCE BEGINS as male crane, Crip, flaps his 90-inch wingspread to attract the coy Josephine. Birds have black wing tips, crimson heads, yellow eyes and orange beaks 6 inches long.



JOSEPHINE ACCEPTS invitation with a bow as Crip leaps from water. A third whooper is in captivity, also at Aransas, last survivor of a small Louisiana colony. He was captured in March.



IN LAST STAGE of dance Crip and Josephine run gracefully through the marsh, whooping and flapping. They also do waltzlike steps in which their foot movements are synchronized perfectly.



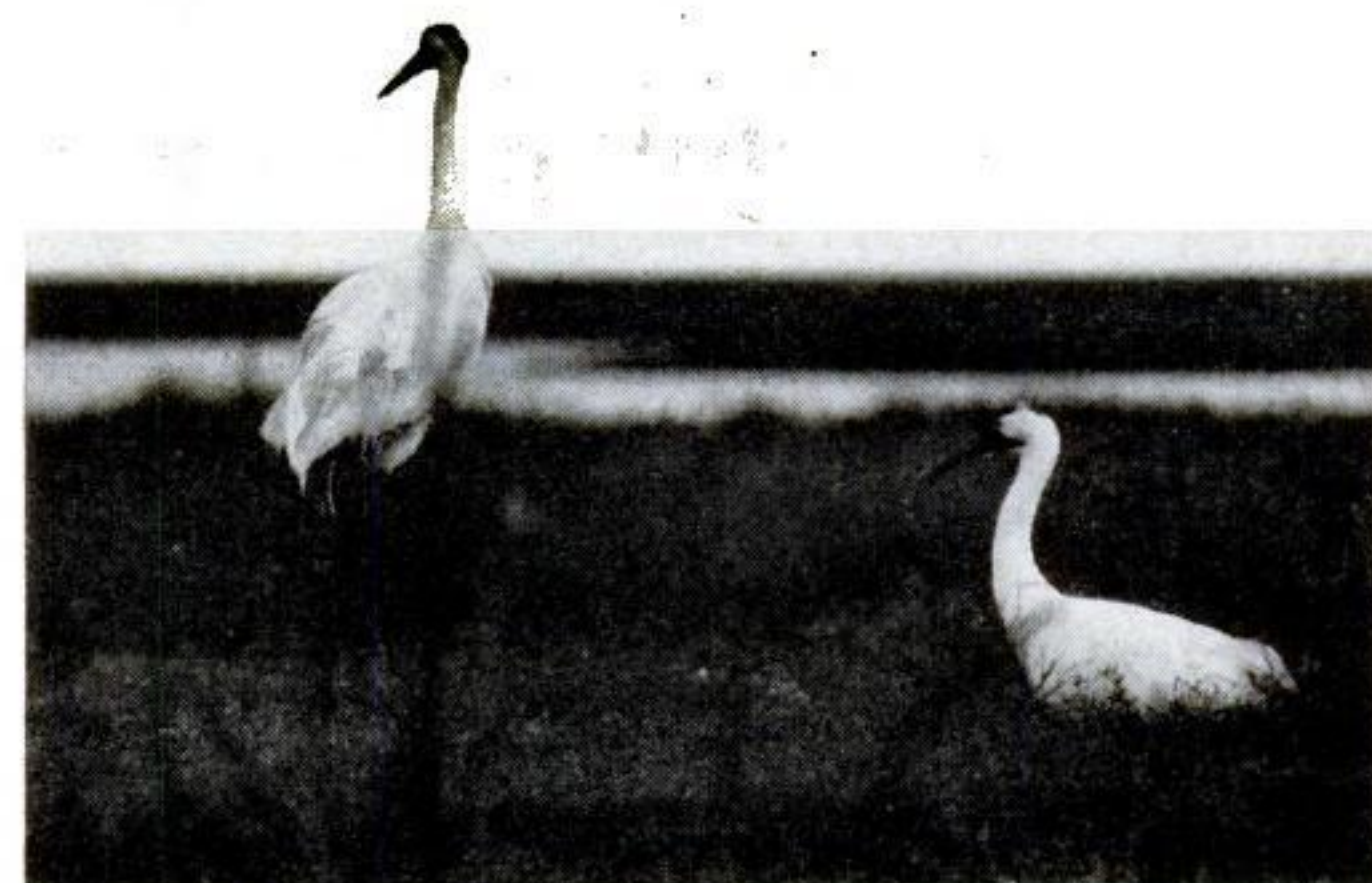
JOSEPHINE SITS AS GRACEFULLY AS SHE DANCES

WHOOPING CRANE NO. 38?

An egg laid in Texas gives bird lovers hope for the survival of a nearly extinct species

On April 22, in Aransas National Wildlife Refuge near Corpus Christi, Texas, a long-necked bird named Josephine laid a large mottled brown egg. This was big news. Josephine is a whooping crane, a nearly extinct bird named for its musical "whoop" that can be heard three miles away. If the egg hatches, it will be the first time whoopers have successfully mated in captivity. Normally they migrate to an unknown part of Canada to breed. But Josephine, like her mate, Crip, has a wing injury and cannot fly out of the refuge.

A year ago Josephine laid two eggs but both were infertile, presumably because her last year's mate, Pete, was too old. Pete later died, possibly of embarrassment, and better results are expected from the new mate, Crip. The two greeted each other with joyous whoops following Crip's capture last October and were soon joining in the complicated "love dance," shown at left in picture sequence. A Corpus Christi photographer, C. W. Moores, was able to get close enough to photograph this ritual only because Josephine, who has been in captivity since 1940, had taught Crip to lose some of his natural fear. After the egg was discovered, Josephine also posed willingly for Aransas Manager Julian A. Howard, who made the picture on the opposite page. Then Howard ordered the cranes left alone for the incubation period, estimated at 28 days. They are guarded by Aransas employees, who watch the nest through field glasses. With only 37 whoopers left in the world, nature lovers everywhere are pulling hard for Josephine and Crip to make it 38.



BETWEEN DANCES, before egg was laid, Crip keeps watch for intruders as Josephine rests. Now they take turns nesting and dance for one another.

IN MARSHY TEXAS HIDEAWAY JOSEPHINE
PREPARES TO SIT ON HER PRECIOUS EGG





THE GAMBLER, Bookie Magnate Erickson, admitted \$100,000 income. He said he had been in business 30 years but could not interpret racing chart in illegal enterprise.



THE CAPITALIST, Ben Fairless, defended U.S. Steel on monopoly charges: "We want to see more small businesses established . . . and we want to sell all of them more steel."

CRIME, CAPITALISM AND COMMUNISM

They furnish the top acts in a week's capital show

If Congress billed its attractions, some oddly assorted names would have appeared in lights last week. Three major investigations were under way. They concerned Crime, Capitalism and Communism, and one or more impressive authorities from each field had been called to testify.

For once the best show was not Communism. It was Crime. A Senate subcommittee heard from the country's biggest bookie, Frank Erickson, who was embarrassed about admitting he broke the law; James Carroll of St. Louis, an odds maker on sports events; and Frank Costello, periodically billed as overlord of rackets. The SRO sign was needed for Costello. He was eager to testify; the hearing gave him a forum in which to disavow any tie with bookmaking. No, he said, he was not a member of a "crime syndicate." Yes, he had owned from 500 to 600 slot machines and he now owns a New Orleans nightclub casino, but

MR. COSTELLO GOES TO WASHINGTON



HE ARRIVES at airport with Attorney George Wolf (left). Detectives recognized him but travelers did not.



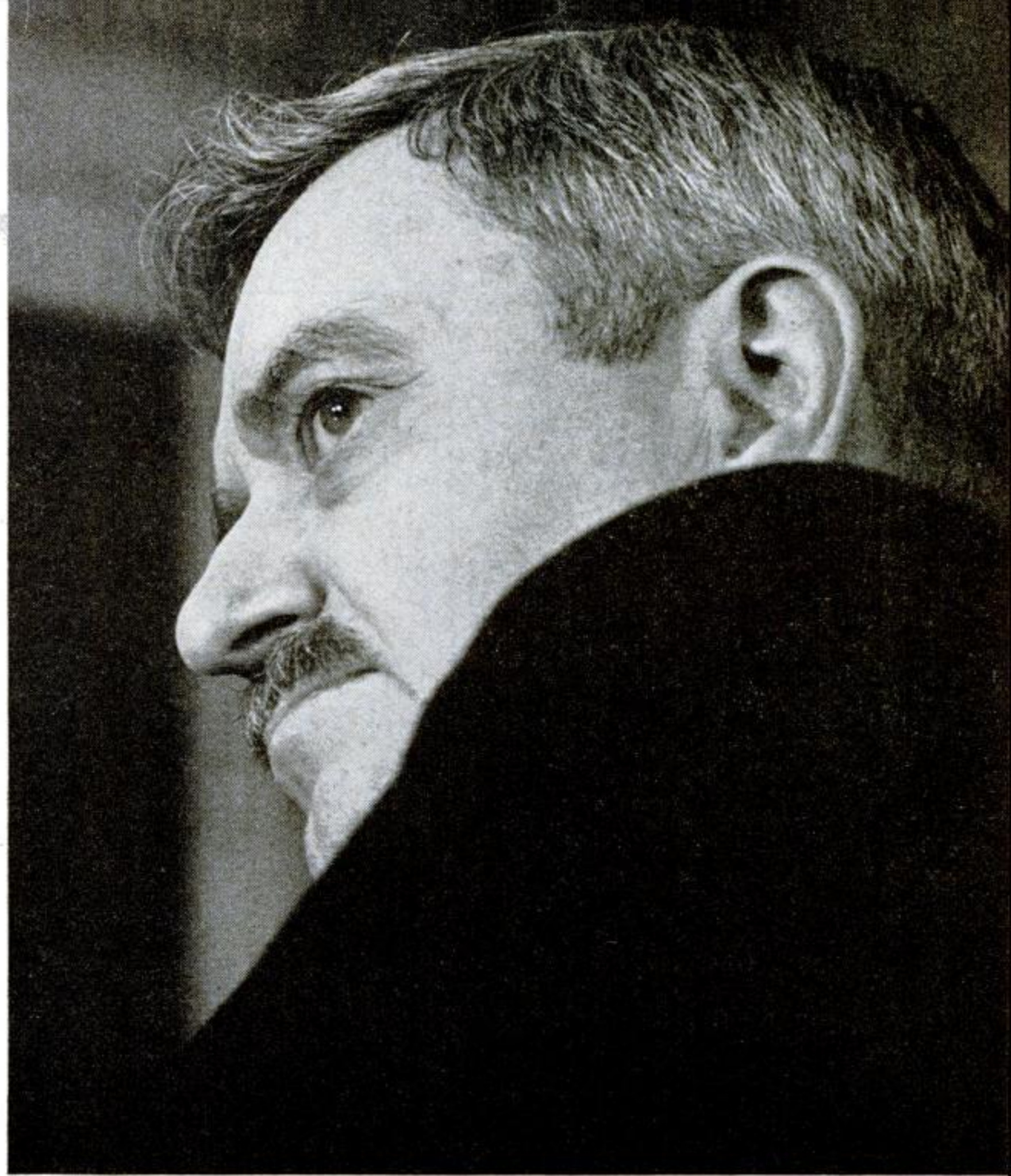
HE FIDGETS, awaiting breakfast in hotel, because he wanted to be prompt ("It is proper") for hearing at 10.



HE GULPS FOOD that finally arrived at 9:45, saying, "First time I had my picture taken with glasses on."



SUSPECTED COMMUNIST, Frederick V. Field, was disdainful witness. He refused to say whether he was a party member but said the accused Owen Lattimore was not.



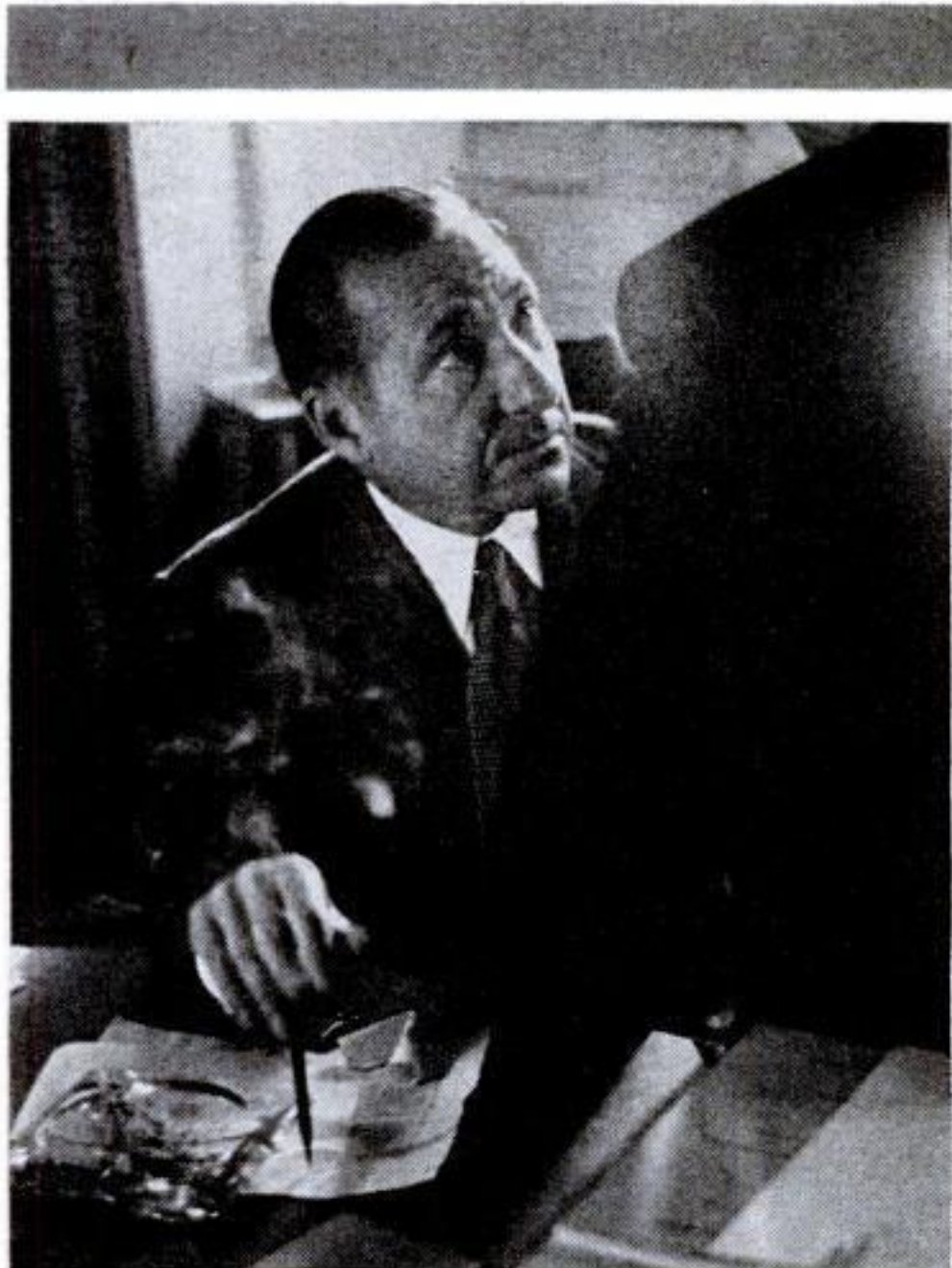
EXPULSED COMMUNIST, Earl Browder, was wary witness. He said Lattimore was no Communist but, like Field, faced contempt action for not answering other questions.

he had no knowledge of any "pay-off" or "protection." An Ohio police chief had called Costello "a glorified goon"; Costello blamed that on "the fantastic write-ups I been getting." He also said that proposed legislation to stop interstate transit of gambling information would not stop bookmaking ("There is always an angle on how to skin a cat"). Then he left, well pleased with himself.

The hearing on Capitalism was less crowded. It was held by the House subcommittee investigating monopoly, and the witness was Ben Fairless, president of U.S. Steel, who came to the hearing flanked by vice presidents. Fairless turned out to be a good salesman. Of course U.S. Steel was no monopoly, he said; it made only 33% of the steel in this country (as compared to 66% in 1901) and sold ore freely to competitors.

On Communism another Senate subcommittee still was trying to run down

the truth of Senator Joe McCarthy's charges that there are Communists in the State Department. New witnesses were Earl Browder, onetime Communist boss in the U.S., who at times acted thoroughly bored; Dr. Bella V. Dodd, who like Browder was expelled from the party, and Frederick Vanderbilt Field, previously named by reformed Communist Louis Budenz as a member of a party cell. All denied that Owen Lattimore, former State Department adviser, had also worked in a party cell, as charged by McCarthy and Budenz. But Field refused to answer other questions, such as whether he had been a Communist himself and had been known as "Comrade Spencer," or had ever known Earl Browder. Browder refused to identify persons who had attended Communist meetings ("I will have no part in a fishing expedition"). As a result, subcommittee chairman Tydings last Saturday started contempt proceedings against both men.



HE IS BRIEFED by lawyer before taking stand. He was late after all because he first went to wrong building.



HE TESTIFIES before subcommittee that he knows little of bookmaking, adding, "I'm practically retired."



HE LEAVES for his hotel as a Senate lieutenant flags a cab. He said later, "They [the senators] treated me fine."

"IT'S ALL FOR PEACE"

ON SOVIET AIRFIELDS IN EAST GERMANY THE COLD WAR IS REAL WAR



ROBERT JAMES DOYLE

IN PURSUIT OF NEWS

Do you by any chance remember the picture essay on the new United States of Indonesia in *LIFE* of Feb. 13? Or the text report on Communist General Mao in *LIFE* of Jan. 23? Or another, in *LIFE* of May 30, 1949, on life inside Communist Shanghai? Or, if you also read *TIME*, reports filed from Nationalist China during its last days on the battle for Suchow, the siege of Taiyuan, the collapse of North China? We remember these particular stories and many others because they were, in whole or (in the case of picture stories) in part, the work of *TIME-LIFE* Correspondent Robert Doyle. He and a companion, Professor Raymond Kennedy of Yale, were murdered last week in central Java. They were murdered by "five men in uniform." Rebels? Thugs? Communists? Or nameless, faceless "men with rifles" whose only meaning and mission is chaos? At this writing no one knows. Doyle and Kennedy were stopped in their jeep on the road from Bandung to Jogjakarta, led to a clearing and shot dead. Like that. Prof. Kennedy, a sociologist, was studying the impact of Western culture upon the Indonesians. Doyle, as he had been for *TIME* and *LIFE* since 1947, was engaged in the pursuit of news.

We have said that Robert Doyle was in pursuit of news. It was more than that: he pursued understanding, and better than most of us in this business he found it and conveyed it to his readers. He had a rare and quiet way with people of color and nationality other than his own. In Chinese that he knew fairly well, or through interpreters, he could talk to them and they to him. These qualities, among others, made him a very fine correspondent. He was 31, he enjoyed his work and he was getting better at it every day.

From our chief correspondent in Germany comes a routine news dispatch which makes a better editorial than any we could write on the subject of Soviet strength and Soviet potentialities. The report makes especially pertinent reading in conjunction with our main text article on pages 103 through 116, which analyzes an element of Soviet weakness. As the article suggests, the weakness may some day bring the Soviet structure down. The strength is effective right now—today, this week, in the spring of 1950.

Our correspondent cables from Berlin:

Over a year ago, a great airport construction program was begun in the Soviet Zone of Germany. Wartime fields of the Luftwaffe that had been dismantled and destroyed in 1945 were rebuilt; fields still intact were enlarged and improved. The engineer command of the Soviet air force directed the operation. East German taxpayers paid the costs. German labor offices had to recruit thousands of workers. If the labor offices failed, their functionaries were demoted or arrested. If German workers demurred, they were told, "Well, you can go in the Peoples' Police or the uranium mines if you prefer."

The entire Soviet Zone was scoured for construction material. Asphalt came from the Magdeburg area, cement from Brandenburg, building blocks from Thuringia. Barracks and hangars went up, heavier concrete emplacements were built for flak batteries and fresh flak emplacements were constructed. Trees were cut to enlarge the fields. Concrete runways were built with subsurface layers from 16 to 24 inches deep. The old Luftwaffe runways were lengthened to at least 6,500 and usually 8,000 feet, adequate to the needs of the latest Soviet jet fighters.

Lying in the flat, sandy plains of east Germany, the fields could not be hidden from air observation. But the last assignment of the German workers was to erect a high board fence, with watchtowers at close intervals, all around the new airports. Then the German workers had to leave the sites. A passerby at an unfinished airfield near Berlin recently asked a cement layer what was going on. The sullen workman looked up and muttered, "*Alles für den Frieden, mein Lieber, alles für den Frieden*" ("It's all for peace, my friend, it's all for peace").

After the rough construction was done, the Soviet engineers moved in. They set up radar and ground control installations, warning beacons and workshops. They constructed huge underground gas tanks, often with a six-foot concrete cover, and vast underground ammunition storage spaces. After the engineers came the flying personnel. First the runways were tested with creaking old double-decker planes, thereafter with conventional Yak-3s and Yak-9s, finally with first-line modern jets.

Target date for the completion of at least

one long runway and all basic installations on each field is the first of May. This deadline will not be met in all cases, but in some fields a second runway has already been completed. Finow airfield, northeast of Berlin, for example, is set for anything. It had been partly destroyed in 1945, was evacuated by the first Soviet units that had occupied it, and was to be made available for dismantling. But early in 1949 bigger barracks went up. German workmen expanded the field to the west and southwest. The one concrete runway was widened and lengthened. A second runway was finished by September 1949. Overnight, on the first of October, 60 new planes arrived in addition to the previous complement of one squadron of two-motored fighters and a group of pursuit planes. This spring an additional 30 jets are on the field.

About 30 fields in the Soviet Zone are in active use. Many others are ready for occupancy at any time; even the provisional landing strips, which are usually employed only during summer maneuvers, are kept in first-rate condition all year round. On all these fields there are top-quality Russian fighter planes and Stormovik dive bombers. The bombers participate in frequent ground-air maneuvers. Flying over the Soviet Zone from Hamburg to Berlin, one can see fresh pits dug by training bombs.

One cluster of airports makes a ring around Berlin. To the south, Dessau airfield is occupied by a squadron of Yaks and some 40 jet fighters. Lying as the airfield does near the American air corridor in and out of Berlin, Dessau is used to put on a show for passing U.S. planes. Its jet fighters stand shining in the sun or come up and cavort around the American ships. Köthen, one of the best fields of the zone, is being expanded by one third. The former business offices of the Junkers Aircraft Company, which had been used as a German administrative school, were suddenly requisitioned. They now serve as the command post of the growing Soviet flying units in Köthen. Big building projects are under way at Altenburg, Senftenberg and elsewhere.

The Soviet air force lives behind barbed wire, in strict seclusion from the Germans. More and more rarely do German citizens of the Soviet Zone see the bright blue air force shoulder boards, with their black piping, on the streets of the towns. Soviet airmen and service troops are frequently moved from one airfield to another in order to prevent outsiders from getting an accurate estimate of their over-all strength. There are frequent exchanges of personnel between Germany and the Soviet Union, so that as many pilots as possible will be familiar with the terrain and atmospheric conditions in Europe.

Reading this account, who can doubt that the U.S. is involved in war—real war—for its very life?

MOTHER'S DAY—SUNDAY, MAY 14TH



The World-Famous
SAMPLER

1lb. \$2.00 2lbs. \$4.00

Note: All Whitman's
packaged candies have
been beautifully decorat-
ed for Mother's Day.

REMEMBER THE ONE
WHO NEVER FORGETS

Yes, this is the day, among the 365, to turn the tables on Mother. It's the day to think first of the one who thinks first of us, all year and all the years. You love her the *most*, so give her the *best*. Give her Whitman's!

Whitman's
CHOCOLATES



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPR. 1950, STEPHEN F. WHITMAN & SON, INC., PHILA.

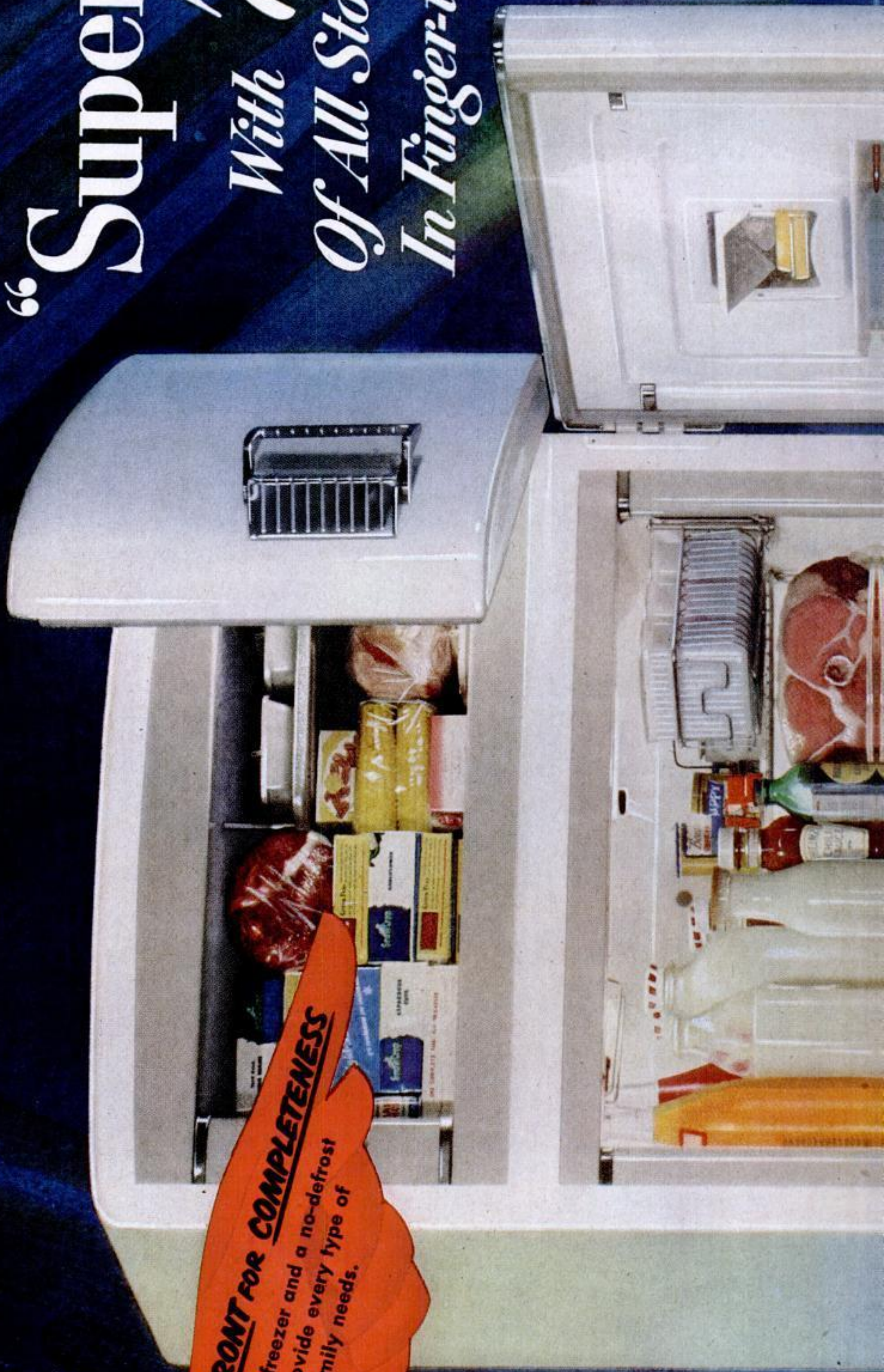
Out In Front With Everything— New Hotpoint for '50

World's Most Convenient Refrigerator!

“Super-Stor”

With 72%

*Of All Storage Space
In Finger-tip Reach!*



OUT IN FRONT FOR COMPLETENESS

with a real food freezer and a no-defrost refrigerator that provide every type of refrigeration your family needs.



OUT IN FRONT FOR CONVENIENCE

— features that are kitchen-planned —
— with shelves for small, hard-to-store items, —
— door shelves for small, hard-to-control —
— butter conditioner with spread advancements. —
— and 51 other proved advancements. —

OUT IN FRONT WITH "SUPER-STOR"

Hotpoint's efficient modern design that gives you handy shelves, storage spaces and cold areas for every kind of food.

"SUPER-STOR" REFRIGERATOR MODELS BY HOTPOINT

Kitchen-planned and engineered to bring 72% of storage space within fingertip reach, quality built for long life and efficient performance, the great new Hotpoint Refrigerators for '50 are *out in front with everything*—the world's most convenient and complete refrigerators. See them at your dealer's now.

Hotpoint Inc. (A General Electric Affiliate), 5600 W. Taylor St., Chicago 44.

Everybody's Pointing To

Hotpoint

Quality Appliances

LOOK TO HOTPOINT FOR THE FINEST—FIRST!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS



How to pick a winner

When you're selecting a brand of whiskey, you can't lose if you remember these three facts:

1. Four Roses is a whiskey of the very finest flavor and quality.
2. Its reputation is equalled only by the most expensive brands

—brands costing considerably more than Four Roses.

3. Four Roses not only outsells every other brand of whiskey at or above its price . . . but Four Roses also outsells most other whiskies at any price.

Wouldn't you
rather drink

FOUR ROSES

Fine Blended Whiskey
90.5 proof. 60% grain neutral spirits.
Frankfort Distillers Corp., New York





SOME STUDENTS CRINGE AND ONE SHAKES HIS FIST IN DEFIANCE AS POLICEMAN ASTRIDE A REARING HORSE TRIES TO DISPERSE THEM DURING HEIGHT OF RIOT

NEW YORK STUDENTS RIOT FOR TEACHERS

25,000 play hooky in salary fight

In New York City last week 25,000 high school students noisily ran away with their teachers' campaign to get higher salaries. The 40,000 New York teachers, who are paid salaries of from \$2,500 to \$5,325 had been asking minimum raises of \$600 but had been offered \$150 to \$250. To dramatize their demands the teachers refused to oversee extracurricular activities like operettas and school proms unless they got more money. Deprived of these activities, thousands of angry students sided with their teachers and in a sudden burst of springtime energy mixed with downright rowdiness, 25,000 played hooky to hold mass rallies all over New York which had the police department jumping.

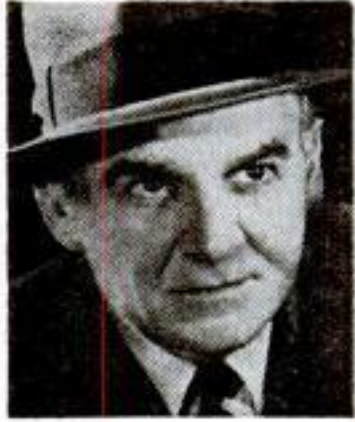
Carrying banners on which their pro-teacher sentiments were scrawled in lipstick, they held up subway trains, wrecked automobiles, dared police to break them up (*above*) and were prevented only by hasty police action from forcing their way into the office of Mayor O'Dwyer, who had refused to discuss higher salaries. School officials declared the riots were staged by "subversive elements" and announced that proms would be held as scheduled, with parents as chaperons instead of teachers—an action the teachers denounced as strikebreaking. Meanwhile, still holding out for raises, teachers' organizations denied their members had organized the demonstrations, denounced the students' rowdiness and told them to return to classes.



MILLING ROWDIES overturn car parked near city hall and mount it to shout their insults at the police and

Mayor O'Dwyer. Attempts to storm the mayor's office were thwarted by flying wedges of patient policemen.

Everybody LOVES 'Our Very Own'



WALTER
WINCHELL
says:

"A Samuel Goldwyn picture is always big time, but his latest delight, 'Our Very Own' is very big time."



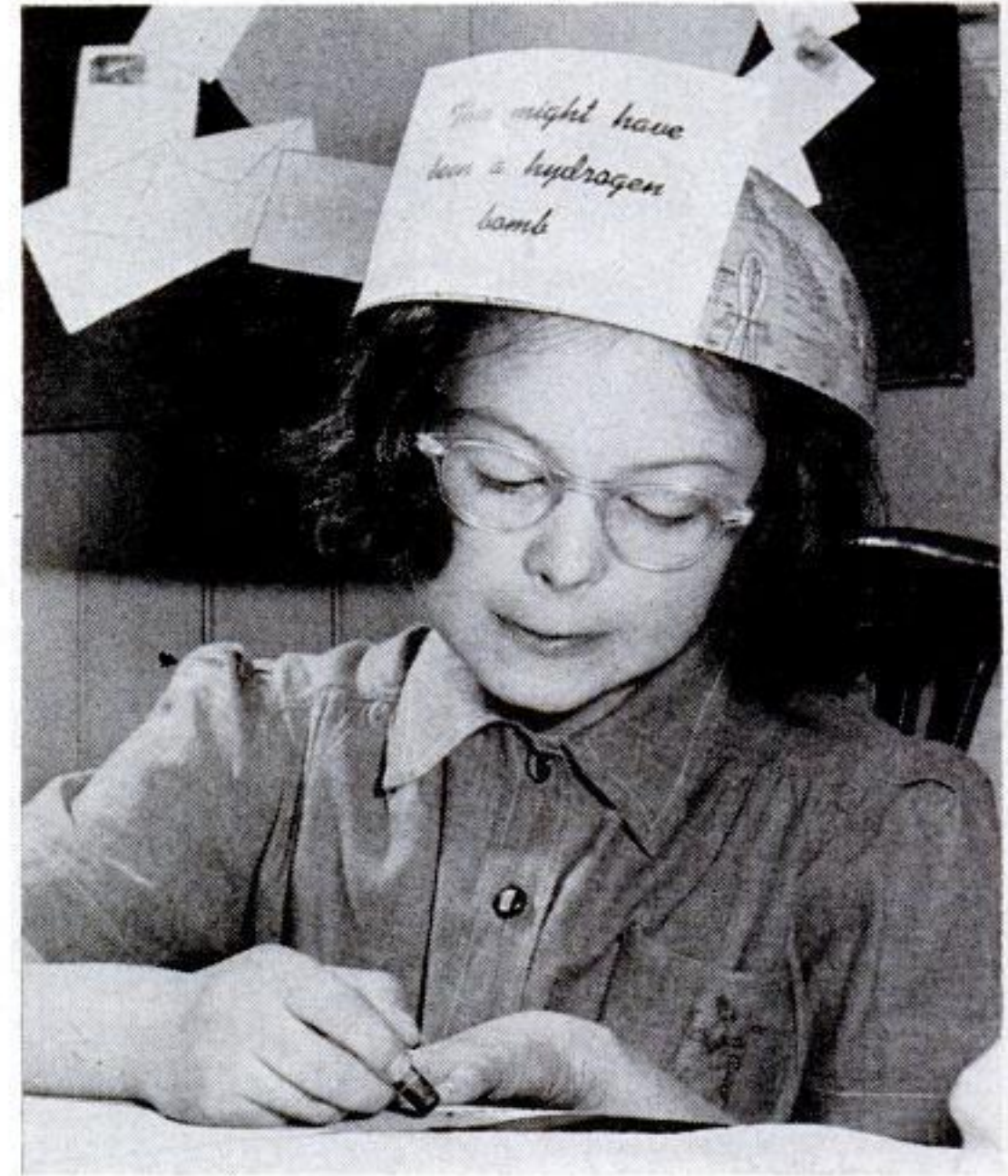
OUR VERY OWN

(And we urge—please support the Damon Runyon Fund.)

Students CONTINUED



GRETA FORRESTER WEARS CAP MADE OF HALF A GLOBE



BETTY ANN HUNT, A BROWNIE, WRITES GIRL IN EUROPE

BUT SMITH GIRLS QUIETLY PUSH WORLD GOVERNMENT

While New York students waged a noisy war on the cops, Smith College girls and other residents of Northampton, Mass. dramatized their idea of how to achieve world peace: unite under one government along lines proposed by the United World Federalists. To promote their cause they put on the dainty show pictured here.



IN SWEATERS CONTRIVED FOR OCCASION OR BORROWED FROM ATHLETIC BOYFRIENDS, GIRLS SPELL OUT WEEK'S SLOGAN



PLAYTEX FITS AND "BREATHES" LIKE A SECOND SKIN, GIVES YOU THE SUPPLE, VITAL "FIGURE OF THE 1950's"

For the way they slim and trim under 1950's new narrow clothes PLAYTEX® GIRDLES WIN TOP FASHION HONORS

In all the history of fashion design, no girdle has ever been so enthusiastically hailed as PLAYTEX.

The very designers who created today's slim, narrow fashions acclaim PLAYTEX as the Girdle of the 1950's—Schiaparelli, Molyneux, Dessès,

Cassini, Daché, Maxwell, Mangone, Omar Kiam and practically every other outstanding French and American fashion authority.

And millions of women who already wear PLAYTEX say that no other girdle combines such figure-slimming power with comfort and

freedom of action. Made of tree-grown liquid latex, PLAYTEX slims and trims the figure naturally, gives a slender, supple silhouette.

Without a seam, stitch or bone, PLAYTEX fits invisibly under all clothes. It washes in seconds, pats dry with a towel.



PAULINE TRIGERE, winner of annual American Fashion Critics Award: "PLAYTEX slims and trims away inches—fits invisibly under all your clothes."



ADELE SIMPSON, famous New York designer: "PLAYTEX not only slims and trims you, but its all-way action-stretch gives you freedom of action."

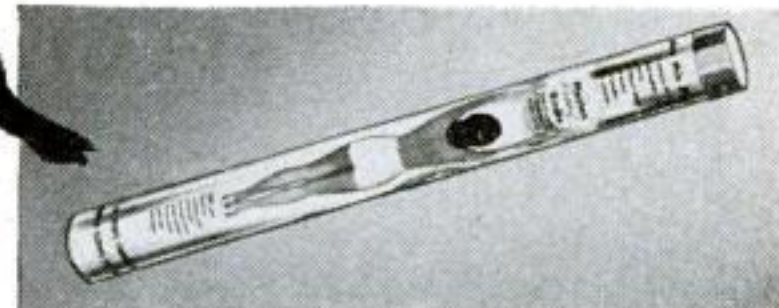


ANTHONY BLOTTA, sensational originator: "For my newest fashions, you must have the figure of the 1950's, the supple, youthful PLAYTEX figure."



Heard about PINK-ICE?

It's the newest of the sensational PLAYTEX Girdles! More than a color, PINK-ICE is a brand new kind of girdle—light as a snowflake, fresh as a daisy, actually "breathes" with you. Touch it—and you'll feel the difference... wear it and you'll see the difference. PINK-ICE comfortably controls your figure whether you're sitting, standing or walking. Ask to see PINK-ICE today!



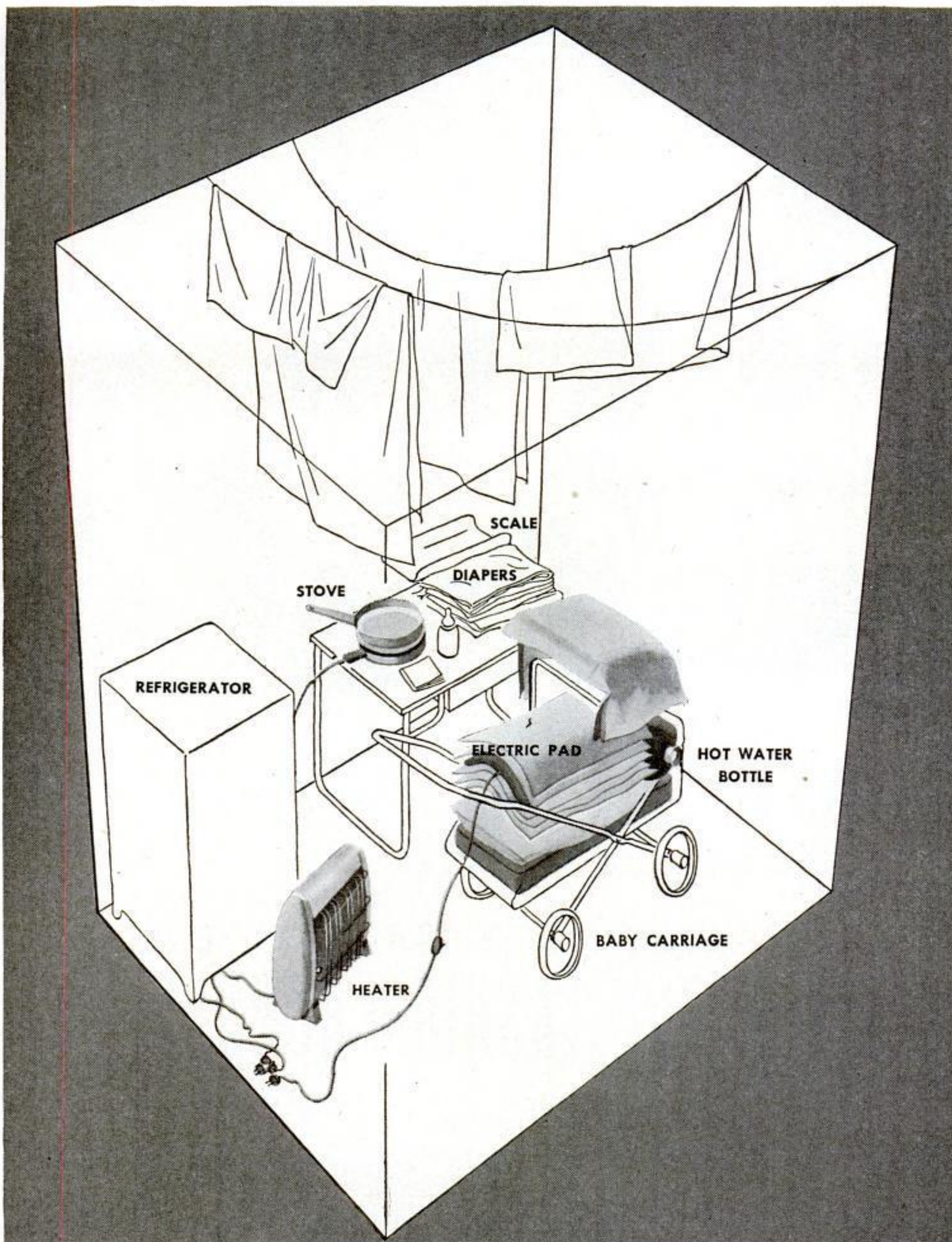
In **SLIM**, silvery tubes, PLAYTEX LIVING GIRDLES, Pink, White or Blue . . . **\$3.50 to \$3.95**

In **SLIM**, shimmering Pink Tubes, PLAYTEX PINK-ICE GIRDLES . . . **\$3.95 to \$4.95**

Sizes: extra-small, small, medium, large
Extra-large size slightly higher

At all department stores and better specialty shops everywhere

INTERNATIONAL LATEX CORP'N.
Playtex Park © 1950 Dover Del.



DRAWING SHOWS DETAILS OF HOMEMADE INCUBATOR INCLUDING CARRIAGE IN WHICH BABY WAS FOUND

CRUDE INCUBATOR KEEPS BABY ALIVE

**Kidnaped from a Bronx hospital,
it gains 6 ounces in one month**

When a 9-day-old baby named Chaneta Holden, who had been born prematurely and weighed only 2 pounds, 11 ounces, disappeared from her crib in a Bronx hospital the afternoon of March 30, doctors said she was so fragile she could not possibly live outside the hospital one day. But they reckoned without the uncanny ingenuity with which her kidnaper, 18-year-old Mrs. Evelyn Jane Jordan, was to care for her. Mrs. Jordan converted a tiny room in a hotel for which she worked into a makeshift but efficient incubator. Besides a piggy bank, a toy cat and a rosary on the carriage she stocked the room with correctly prepared baby formulas, rubber gloves, child care books, diapers, blankets, thermometers, an electric heater to help provide the prescribed incubator temperature of 96° and a pan of bubbling hot water to keep up the required humidity. When New York police finally discovered the hidden incubator room last week, 26 days after the baby first disappeared, doctors rushed to the scene and anxiously gave Chaneta a thorough examination. She was 6 ounces heavier and despite her long and dangerous absence from the hospital she was in perfect health.



BABY'S PARENTS, Mr. and Mrs. Clifford Holden, smile happily after Chaneta is returned to the hospital.

They felt sorry for the kidnaper and forgave her but sued the city for \$100,000, accusing its hospital of negligence.



BABY'S KIDNAPER waves to newsmen. She claimed she was replacing twins of her own which died at birth.

How will you have your peas?



These peas were kept uncovered for 7 days in an Admiral Dual-Temp refrigerator. The cool dewy atmosphere has kept them green, tender, plump and moist.



These peas, taken from the very same can, were kept uncovered for 7 days in an ordinary refrigerator. Exposed coils have drawn out the moisture until now they're dark, wrinkled, dry, and hard.



Foods don't dry out... no dish covers needed in this new kind of refrigerator.

Yes, foods look better, taste better and stay fresh lots longer in an Admiral Dual-Temp. It's years ahead, because it combines not one, but two great ways to save food. It's a full size moist-cold refrigerator AND a 20° below zero home freezer that holds as much as 84 pounds of frozen food!

Foods don't dry out! There are no exposed coils to rob foods of their natural moisture. Instead, the moist-cold compartment creates a wonderfully cool, dewy atmosphere that keeps all foods fresh days longer.

No hide-and-go-seek! No fumbling under lids and covers. In a Dual-Temp you can store any food *uncovered*. Yes, even fish and cantaloupes. They will not lose their freshness and flavor and they will *not* share their scent. An ultra-violet Sterilamp helps purify the air.

More reasons for cheers! There's NO DEFROSTING. Goodbye and good riddance to this messy chore.

It's a gift! Three extra feet of storage space at no extra cost! More room for tall bulky items, more widely spaced shelves because in the new Admiral Dual-Temp you get full-length cold.

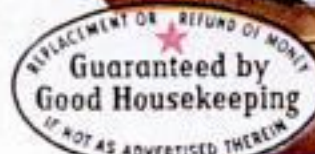
Your choice of 2 sizes: Model 1390 (13½ cu. ft.) fits in the kitchen floor space of an old-style "9"; model 1090 (10½ cu. ft.) fits in the space of an old-style "7".

Admiral Refrigerators as low as \$189.95

Admiral

DUAL-TEMP

TELEVISION • RADIO • PHONOGRAPHS • RANGES



TELEVISION! {"Lights Out" Mondays, 9 P.M., EST over NBC Network
"Stop the Music" Thursdays, 8 P.M., EST over ABC Network



"I was curious..."



I tasted it...



*Now I know why Schlitz is...
The Beer that made Milwaukee Famous!"*

TUNE IN! Mr. and Mrs. Ronald Colman, "The Halls of Ivy," Friday nights on NBC

© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



IN HIS OFFICE IN BERLIN'S AMERICAN SECTOR, RAINER HILDEBRANDT LISTENS AS TWO FEARFUL FORMER PRISONERS OF THE RUSSIANS TELL THEIR STORIES

"SILENCE IS SUICIDE"

A victim of Nazism gets victims of Communist prison camps to speak up in open campaign against oppression

In the darkness of remembered agony and terror, the two hidden persons pictured above are piecing together the story of a Russian concentration camp in Germany. To double check their memories and clear up any contradictions, they are being interviewed together but are concealed from each other by a curtain. For Dr. Rainer Hildebrandt, the intense young man who is questioning them, their memories are important weapons in a growing campaign of open truth which he is waging against Soviet tactics of oppression through hidden fear.

Hildebrandt, a 35-year-old former prisoner of the Gestapo, has been telling his fellow Germans for two years that "silence is suicide." Silence under Nazism had nearly destroyed Germany once; only public denunciation, he said, could combat the new Russian terror. He formed a combat group, the Fighters Against Inhumanity, to make the truth known. He had a hard time at first persuading Germans who had suffered at Russian hands to tell their stories, but once the dam was broken they flocked to his home in the American sector of Berlin with

information. Today his Fighters number thousands all over the Soviet Zone. Hildebrandt has files on more than 17,000 persons in Russian or German Communist prisons, and the proof gathered and broadcast through press and radio played a major part in the Soviet decision last January to dissolve the most notorious camps and turn the whole question of political internees over to their puppet German government. Soviet authorities have complimented Hildebrandt by denouncing his group as "one of the greatest spy centers" in existence.



Like it on Esther? you'll love it on you!

"Believe me," says Esther Williams, famous swimmer and Metro-Goldwyn-Mayer star, "you'll be thrilled by what this Cole of California swimsuit does for *you*!"

No other suit can offer this rich, matelassé lastex. No suit has ever combined such freedom with firm fit for swimmers. And no suit was ever designed to do so much for *your figure*: slim hips, trim waist...the high, curved contours of the Ballet Bodice. Don't wait! Try it on! Ask for Cole's Esther Williams swimsuit...at fine stores in six lovely colors...17.95.

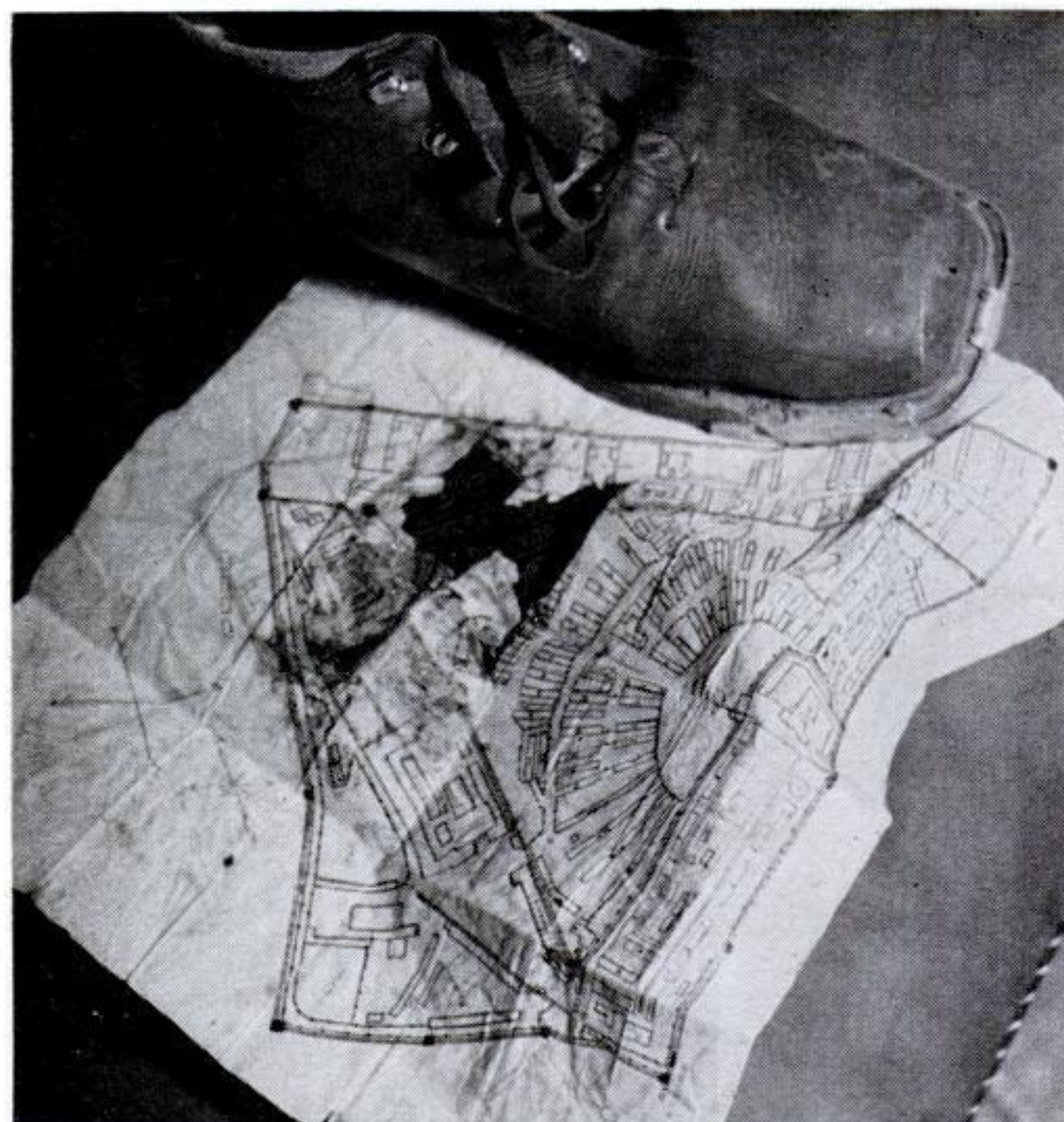
See her wear it in
Metro-Goldwyn-Mayer's
DUCHESS OF IDAHO

The ESTHER WILLIAMS



© 1950, Cole of California, Inc., Los Angeles 58

"Silence Is Suicide" CONTINUED



MAP OF SACHSENHAUSEN CONCENTRATION CAMP WAS TAKEN OUT IN SHOE

SMUGGLED DOCUMENTS GIVE FACTS

The information which the Fighters Against Inhumanity have gathered comes in many dramatic ways (*above and below*) and is put to many uses. In one sense the organization is a specialized bureau of missing persons, which is more likely than any other agency in Germany to know the fate of individuals who, having been kidnaped or arrested in the Russian Zone, have disappeared without a trace. The Fighters keep a card file on all names reported as missing, and another on all names given to them by returned prisoners as having been seen or heard of in prison, concentration camps, forced labor battalions or Russia. Another valuable service is their broadcasts about informers in the Russian Zone, warning Germans to be careful in the presence of such known Soviet or Communist agents. The effect of these broadcasts is immediate: when a Leipzig druggist was recently branded an informer, his business fell off so sharply that he finally had to close down his shop.



PRISONERS' NAMES were written by one man on his coat lining. Since organization has become known, former inmates are careful to compile such data.

CONTINUED ON PAGE 56

Child's dress by Suzanne Godart
Mother's dress by Lord & Taylor

picturesque*

with the ankle-slimming
patented
"picture frame" heel†

Every smart mother

loves this compliment to her
good taste and yours...
for nothing flatters the ankle
like the slimming
"picture frame" heel. World's
most treasured stocking for the
most treasured mothers
in the world.

with self heel, 1.95
with black, navy or brown heel, 2.25
invisible toe Scandals, 2.50

Stockings for Mother's Day

At leading stores in your city or write for stores nearest you.
SANSON HOSIERY MILLS, Inc., Sales Office, Empire State Building, New York 1, N.Y.



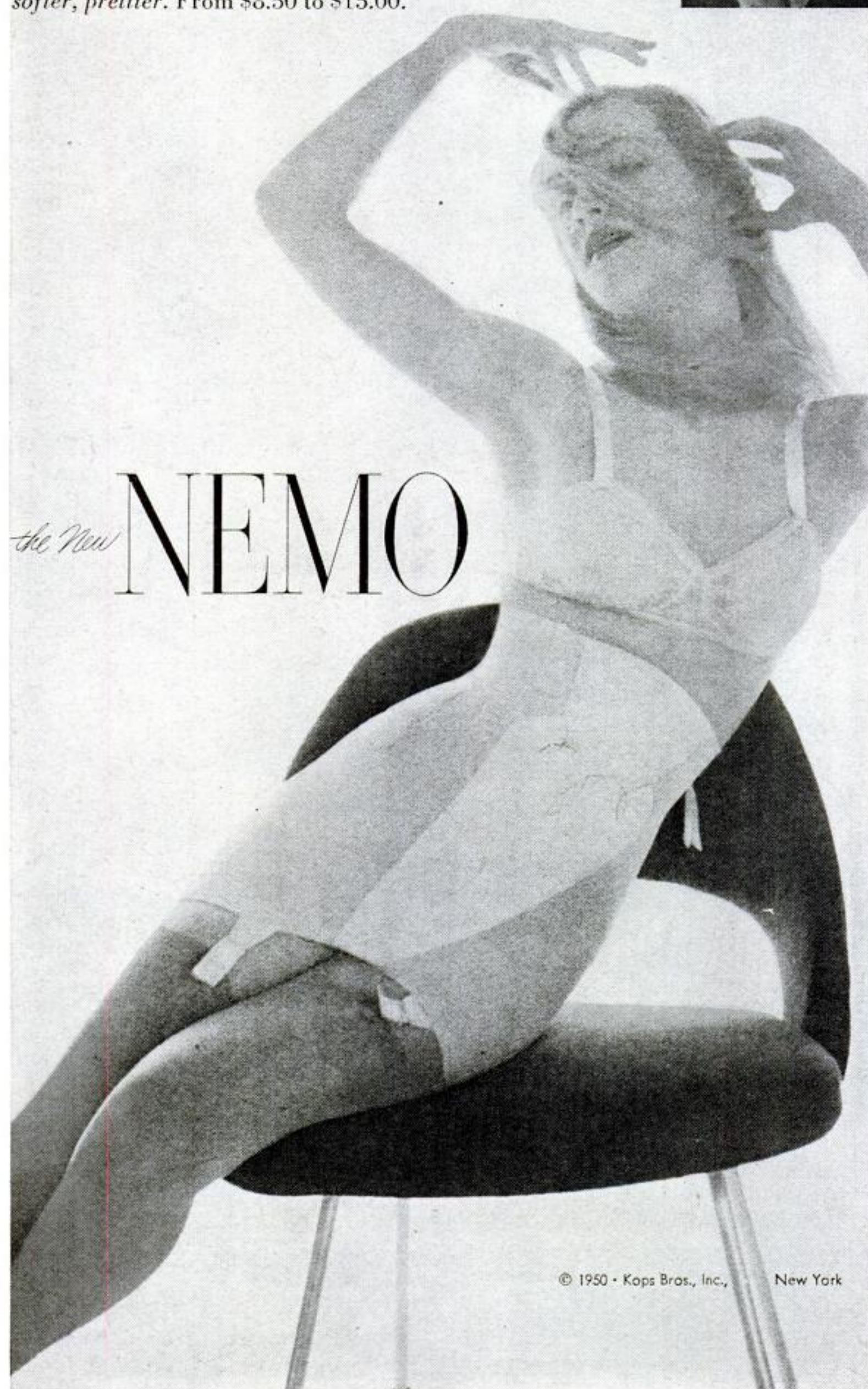
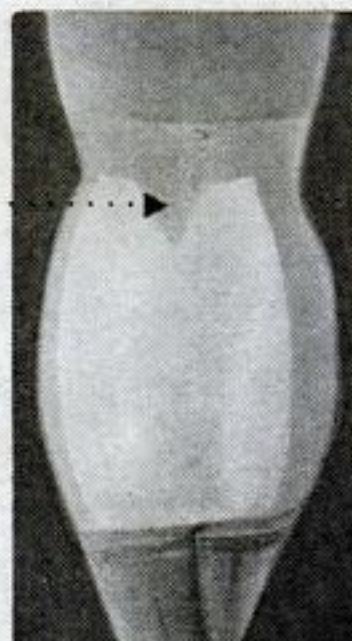
The names PICTURESQUE "picture frame" and Scandals are trademarks.
* Trademarks
† Patented. U. S. Pat. Nos. D151732-D151733

Fittingest

"the girdle you've ever worn!"

Oh, the joy of a girdle that sits when you sit, bends when you bend, follows your every move . . . curbing your curves with tender firmness, with nary a pinch or pucker. Inches of gentle give in the Nemo "Adjustable Waist" make this the slimmingest, comfiest, *fittingest* girdle you've ever worn. The new Nemo styles are *younger, softer, prettier*. From \$8.50 to \$15.00.

it has the
Adjustable
Waist



the New NEMO

© 1950 - Kops Bros., Inc., New York

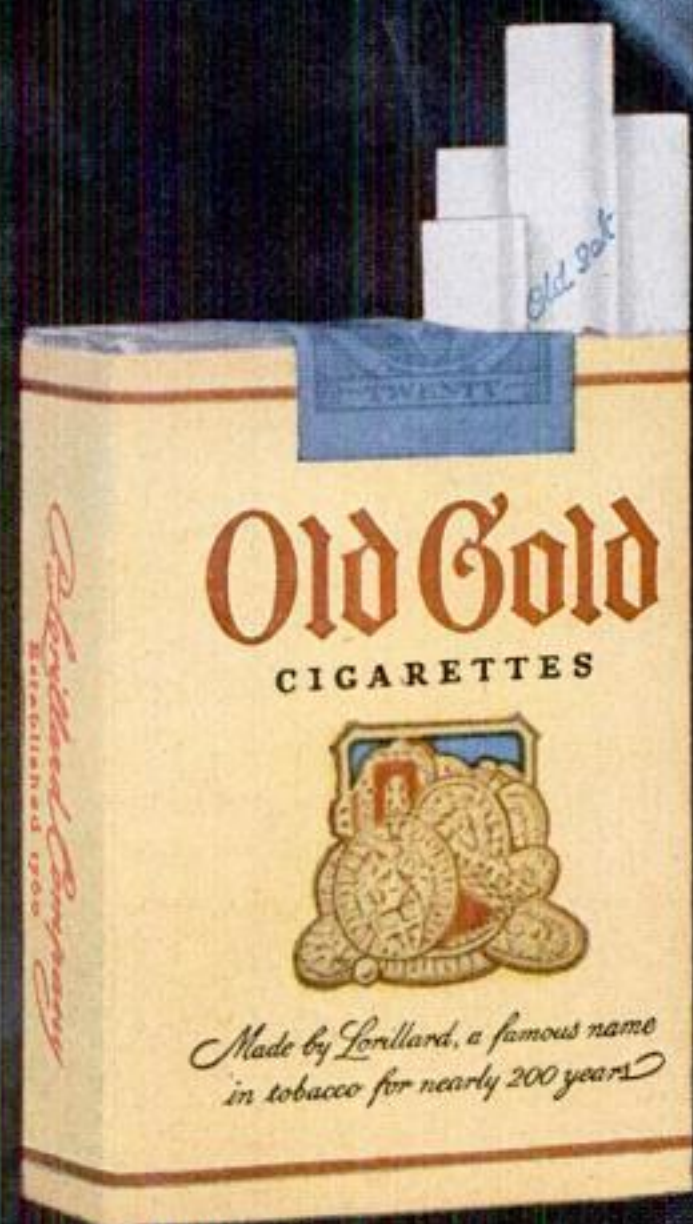
"Silence Is Suicide" CONTINUED



JITTERY INFORMANTS at Hildebrandt's office hide their faces from the camera. Though reassured by awareness of their growing united strength, such ex-prisoners still carefully hide their identity when bringing their information.



"F FOR FREEDOM," slogan of Hildebrandt's new propaganda campaign, is painted surreptitiously on the street of a Russian Zone city. Also distributed through mail or as leaflets, "F" is an open symbol of resistance to oppression.



Straight from the shoulder...

If you want a **TREAT**
instead of a **TREATMENT**

...smoke **Old Golds**



She's wearing Chen Yu's Double Peony...

Clare Potter dress, Sally Victor hat, peonies by Flower Modes... all at Carsco

ancient Chinese symbol of

love and beauty,

happiness and riches...

Chen Yu's

double peony

fascinating new double red for spring
in lipstick and matching nail lacquer

Double bright, doubly beautiful...a flame with rosy undertones...younger, more vital than any red you've ever seen. Wear Chen Yu's Double Peony on lips and finger tips. Wear it with everything you own. Wear it as a sign of all that you hope to be in this spring of 1950.

Chen Yu Nail Lacquer is hypo-allergenic (safe for day-in, day-out use)...accepted by the Committee on Cosmetics of the American Medical Association for advertising in its journals. Lacquer 60¢, Lipstick \$1.00. Double Peony package with both, \$1.60. (prices plus tax)

LONGER-LASTING...IT'S GENUINE LACQUER



CHEN YU INC., A DIVISION OF RICHARD HUDNUT

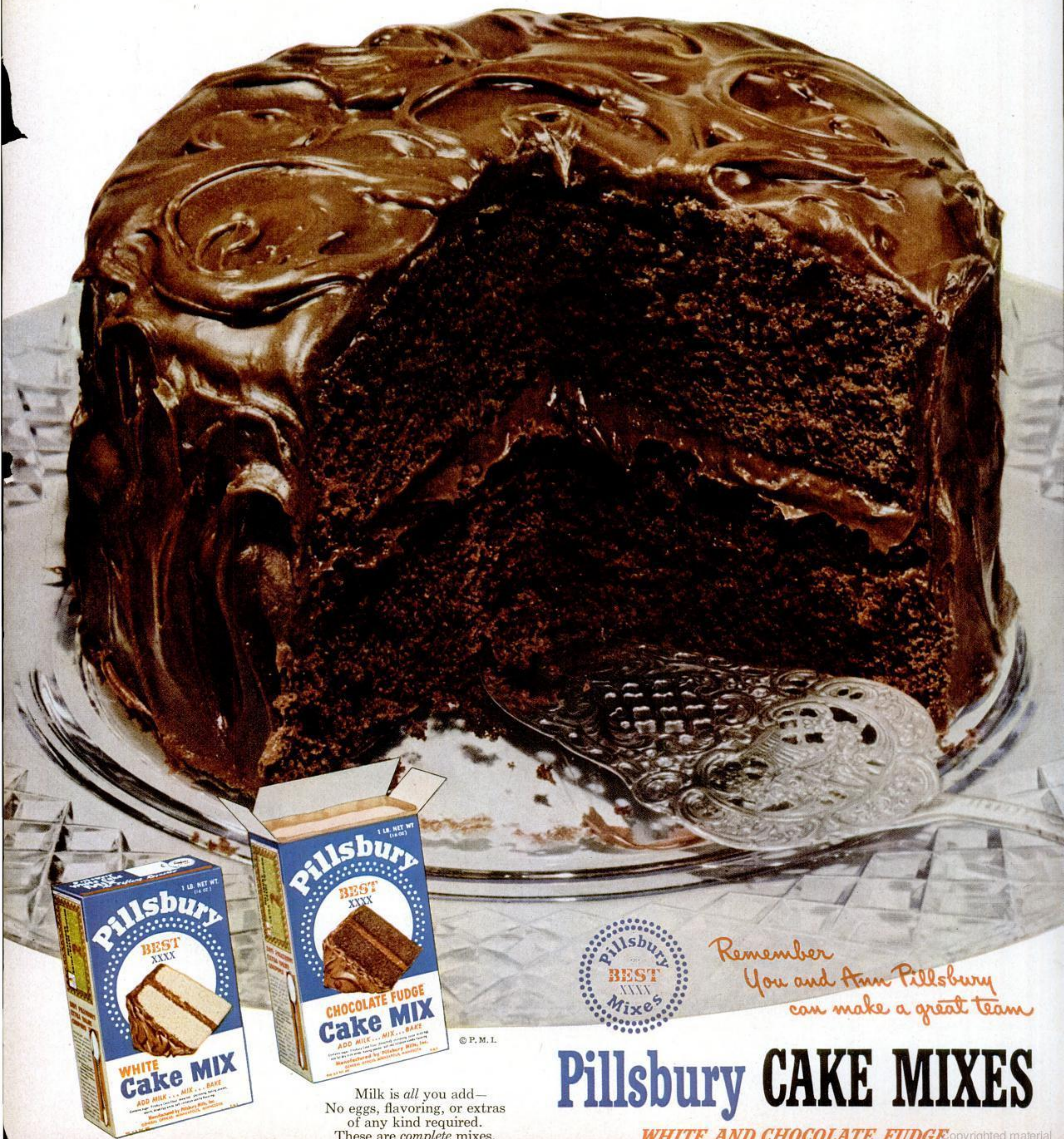
Listen to Walter Winchell, ABC Network, Sunday Nights.

CHEN
YU

Who...Me?

Yes, Madam, you can make a cake of the very same lush, well-turned-out appearance as the cake you see here. And you do it without raising a single bead on your pretty brow. How do you do it?...

By merely adding milk to either of the two new Pillsbury Mixes... you triumph, you please, you make everybody very, very happy. How about a Pillsbury Mix Cake tonight? How about...YOU?



Pillsbury
BEST
XXXX
CHOCOLATE FUDGE
Cake MIX
ADD MILK... MIX... BAKE

Pillsbury
BEST
XXXX
WHITE
Cake MIX
ADD MILK... MIX... BAKE

© P. M. I.

Remember
You and Ann Pillsbury
can make a great team

Pillsbury CAKE MIXES
WHITE AND CHOCOLATE FUDGE

Milk is *all* you add—
No eggs, flavoring, or extras
of any kind required.
These are *complete* mixes.

Paris Mannequin



EARLY MORNING COSTUME for Christiane Richard is Bikini bathing suit. She puts it on for calisthenics, wears it as she drinks coffee and looks out bedroom window.

An easygoing, Gallic mixture of work and play keeps Christiane Richard from being a dull girl

by JOHN STANTON

IT is 8 o'clock in the morning. In an apartment in the fashionable Eighth Arrondissement of Paris a tall, tawny-haired girl of 21 stirs in sleep. Through the bedroom window comes a rhythmic chant shouted by a hoarse, harsh voice: "Un! Deux! Trois! Quatre! Un! Deux! Trois! Quatre! ..." The girl wakes. Groggily she gets out of bed and pokes her pert face out the window. In the drill field just below her apartment are assembled the *flics* who enforce law and order in the Eighth Arrondissement. They are doing their morning exercises. Painfully the girl crawls into a Bikini bathing suit and begins following them through the

motions. She is a study in pitiful misery as her arms fly back and forth, her knees pump up and down. Her rear end bounces in and out as she touches her toes without bending her knees. The grating voice from below roars that stomachs must be pulled in; the girl obeys. Finally it is all over. The girl sighs with relief and phones the little restaurant downstairs for breakfast: three croissants and a cup of coffee with cream. She turns on the radio and twists the dial until she finds something to her liking—recordings of Jean Sablon, Yves Montand, Bing Crosby or Frank Sinatra. Then she sinks back into bed for a few luxurious moments

of toe stretching and meditation. Christiane Richard's day has begun.

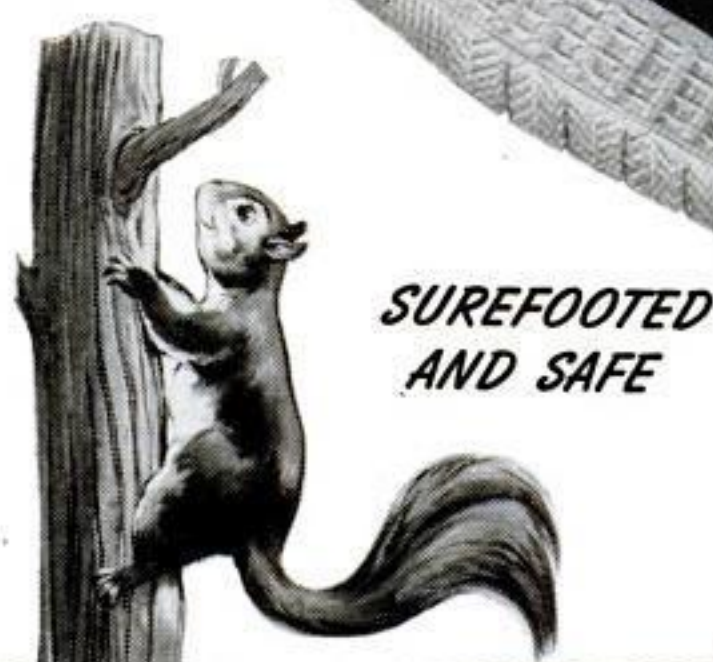
This ascetic awakening each day is the only flaw in Christiane's full and happy life. She spends her working hours as a mannequin, modeling dresses for Jean Dessès, who is the favorite continental dressmaker for a number of the world's best-dressed women, including the Duchess of Kent. After work Christiane often has cocktails in swanky bars like the George V, the Plaza or Georges Carpentier's. She dines in some of the best restaurants in town, the Père Jean in the Rue du Colisée, Le Cabaret in the Avenue Franklin

BEST Playtime Friends



THE COSMO

YOUR FAMILY CAN HAVE!



SUREFOOTED AND SAFE

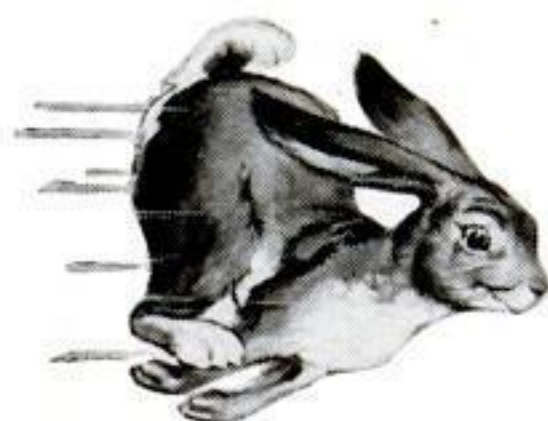
Let Ball-Band Canvas Sport Shoes help make your family playtime more fun this summer. Light, strong, air-cooled canvas uppers. Long-lasting, surefooted rubber soles for fast-action fun. In many styles the Ball-Band scientific Arch-Gard® cushions feet against fatigue. For every member of the family ask for Ball-Band sport shoes at the store that displays the famous Red Ball trade-mark.

Arch-Gard®

GUARDS ALL 3 VITAL POINTS



THREE POINT SUSPENSION



LIGHTFOOTED AND LIVELY



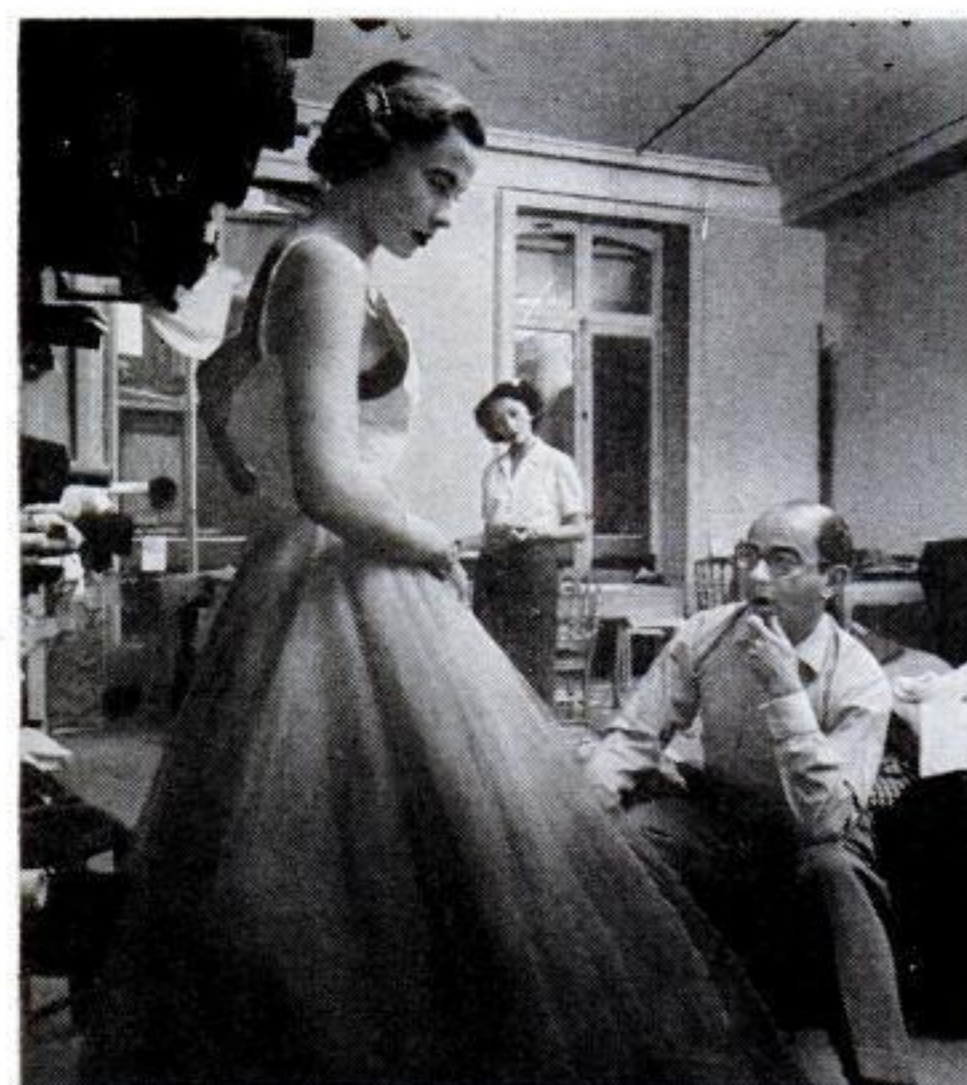
THE CROWN

TRADE MARK

Ball-Band

MISHAWAKA, INDIANA

Reg. U. S. Pat. Off., 1901



FITTING requires Christiane to stand still for long periods of time while Jean Dessès puts together a dress he is creating. Here he pauses in mid-creation to ponder.

PARIS MANNEQUIN CONTINUED

D. Roosevelt and occasionally at Maxim's. In the evenings Christiane dances with her regular escort in the quieter, more select night-clubs, Chez Florence or the Ambassadeurs or the Club de Paris.

The daily routine Christiane-Richard follows proves that it is not altogether true, as some people in Paris grumble, that the mannequins of today lack the glamour that was expected of them in the good old days. Part of the reason for the falling off, the grumblers admit, is the changed economic conditions of France since the war. Ladies of title and money, Madame la Marquise or Madame la Vicomtesse or whatever, still come to the showings to select their wardrobes for the coming season, but they are seldom accompanied by Monsieur le Marquis or le Vicomte or whatever. Time was when Monsieur invariably came along and sat with his chin on his cane, looking around amicably for a little number to ward off boredom in the months ahead. Monsieur cannot afford the luxury these days, and so fewer opportunities for extracurricular advantages remain to draw glamorous girls into modeling.

Besides, a fundamental change has come over the mannequins themselves. Tania at Christian Dior's, for instance—"no waist at all and of thighs a mere soupçon"—has turned up at the beginning of seasons, of all times, displaying that bland Mona Lisa-like smile of sneaking triumph which means that she is pregnant again. In the old carefree days, when the girls at Jean Patou's were all marrying titles, a slim and beautiful mannequin with four healthy kids at home, which is Tania's total now, would have been "unthinkable, absolutely." Yet today there are not only a number of girls like Tania around town, but even one who is putting her husband through medical school.

Paris mannequins come in all shapes, all forms, all kinds. There are little fat ones and there are tall thin ones. (At Dessès they are all slender, like Christiane.) There are loud and bawdy ones and there are sedate ones who sit at home plowing hopelessly through Sartre's plays because last night the boyfriend said he thought Sartre had something there. There are the temperamental ones who keep photographers waiting for appointments, or suddenly sit down and demand tea just as the photographer is about to release his shutter, or refuse to wear the darling creation of the designer's heart because "it doesn't suit my personality." There are mannequins who have hysterics when the dress they have modeled through fittings is taken away and given to another girl. There are hoity-toity ones like Praline of Balmain's, who walked into the *cabine* (dressing room) the day after her marriage to a title and announced grandly, "From now on none of this Praline stuff. I am Madame la Baronne." (But she is still working at Balmain's, baroness or not.) And there are even-tempered ones who work well, genuinely love the clothes they model and spend a lot of time figuring out just which swing of the hips will sell what skirt.

Parisian mannequins make much less than New York models. Paris salaries run from \$70 to \$85 a month; \$80 a week is average in New York. Nevertheless, a struggling young man about town anxious to make a good impression would find it useful to take out a girl like Christiane Richard. No matter where they go she will be



DRESSING for a showing involves quick changes, during which seamstress makes final adjustments. Champagne bottles in background are on hand for celebrations.

smartly gowned for the occasion; her employer sees to that. Restaurant owners will feed her for quarter prices if she will but decorate one of their front tables. She is completely natural: no models' school has taught her how to walk; she has not been girdled and lacquered into an *Esquire* artist's conception of a stockbroker's dream; she offers more variety than her American counterpart. As Christiane puts it, "American girls are so nice. But when you've seen one you've seen them all. They all seem stamped from the same *machine à crêpes* (waffle iron). I should think they would revolt."

Once upon a time most of the Parisian mannequins came from the lower classes and had a special, carefree joy in life. Now they are more likely to come from the middle class and take their careers with some seriousness. Almost all are looking forward to marrying and settling down or to building a future in *haute couture* as salesladies or even designers. Strangely enough, the movies, French or American, do not attract them much. When Dior's exotic Alla, of Chinese and Russian descent, turned down an American movie contract last spring all the girls thought her wise. The spectacle of Parisian mannequin Lise Bourdin sitting around Hollywood for months last year, drawing a good salary but doing no work, depressed them. "Youth," says Christiane, "is the most important factor in a mannequin's life and she cannot afford to waste it. She must use it to build whatever the future is to be."

No girdle for Christiane

THESE are the deep thoughts Christiane Richard has as she stretches her toes and eats her breakfast in bed. Breakfast over, she smokes a cigaret, a Lucky if she can get one. Then she covers her face with a cream lotion (Paris' extra hard water must never touch it) and plunges into a lavender-perfumed bath just one shade warmer than stone cold. Afterward she rubs herself down with eau de cologne and, clad in panties and bra, wanders around her two-room apartment for a while, eating an orange. Christiane never wears a girdle and still remembers her surprise the first time she saw an American model take off a pair of super falsies in the *cabine*. "She took off one," said Christiane, "and I felt so sorry for her. After all, a girl can lose one. Then, *zut*, she took off the other. I went over and felt them; rubber, they were. It took me all day to get over the shock."

While she brushes her hair in the morning Christiane snatches a few moments for reading. She likes translations of American detective stories, long historical novels with fabulous heroines, and just lately, because her boyfriend insists they are good for her, French classics. By 9 o'clock she is standing in front of her apartment house at 214 Rue du Faubourg St.-Honoré wondering whether she should take the 15-minute walk to Dessès or take a taxi. After about 10 minutes pondering the problem, she usually takes a taxi.

The first thing Christiane does when she reaches the *cabine*, a long room with dressing tables for the girls and racks for the dresses they wear, is to climb out of her own dress and put on a long white overall. Then she sits down at her dressing table and begins to apply her make-up. Other girls drift up—Olga the Russian, whose 19½-inch waistline is the envy of the *cabine*, and blond, blue-eyed

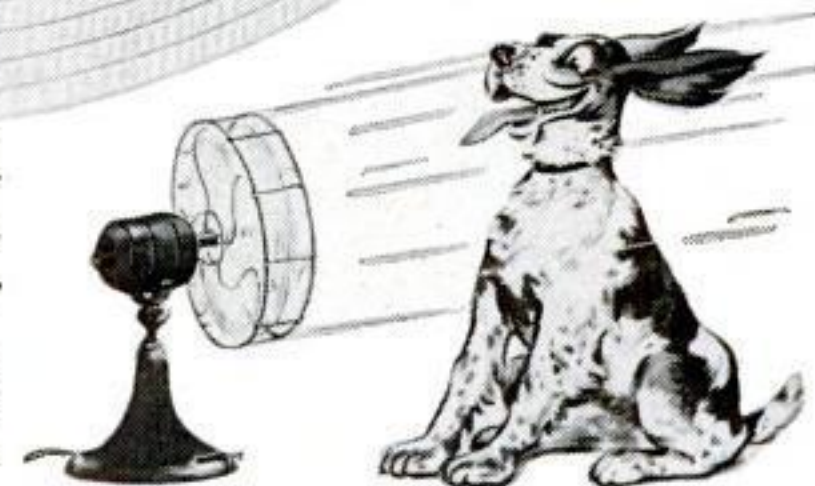
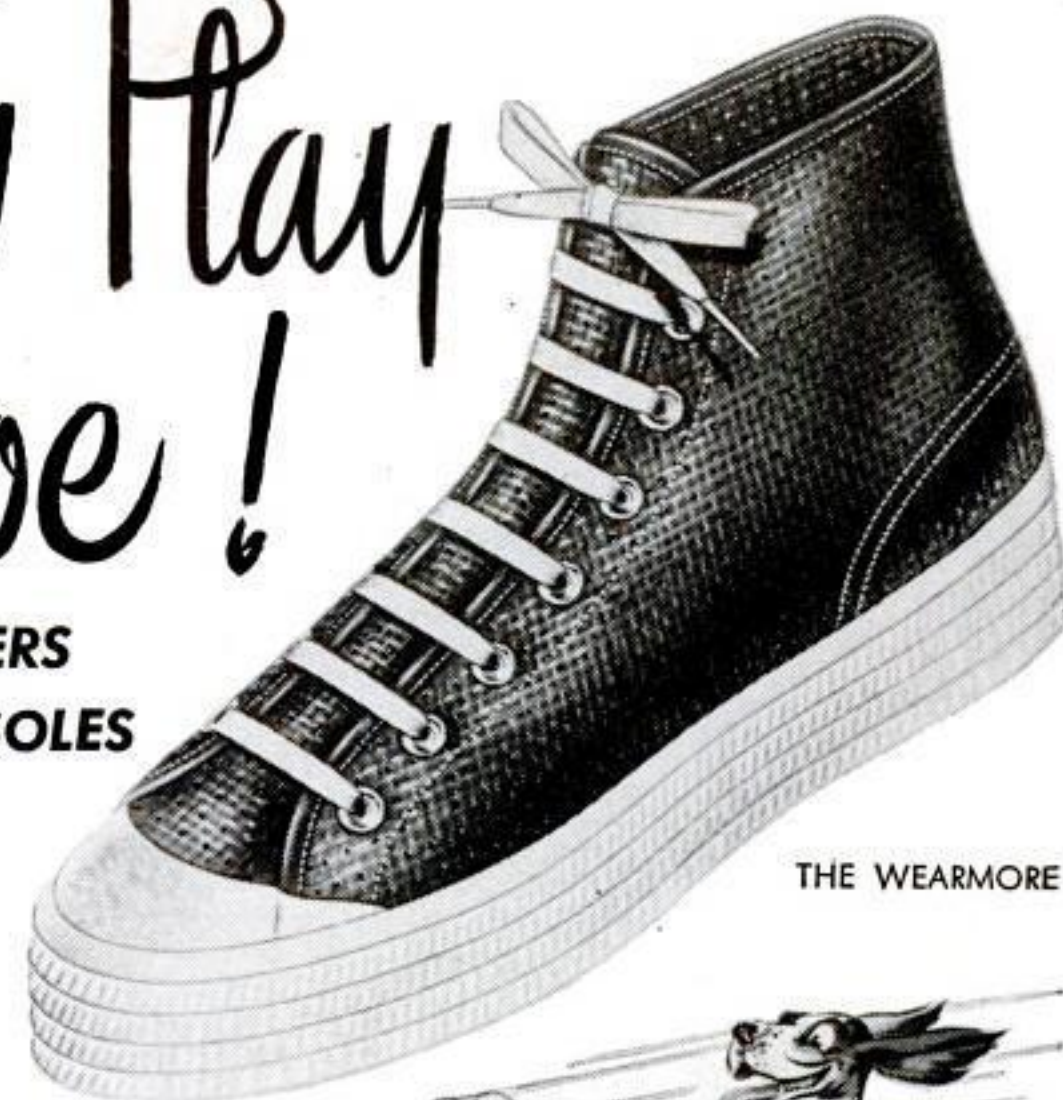
CONTINUED ON NEXT PAGE

Jets AN AMAZING New Play Shoe!

DURA-KOOL UPPERS
NATURAL CREPE SOLES

Dura-Kool, a wonderful new Ball-Band fabric, makes the uppers of "Jets" as tough as their natural crepe rubber soles. It is "jet-blown" to give 106 "breathing" holes to the square inch. Dirt cannot "grind" into Dura-Kool uppers—it can be wiped off the

surface with a damp cloth. The famous Ball-Band Arch-Gard® cushions the feet at all three vital points. Ask for "Jets" at the store that displays the famous Red-Ball trade-mark.



AIR-COOLED



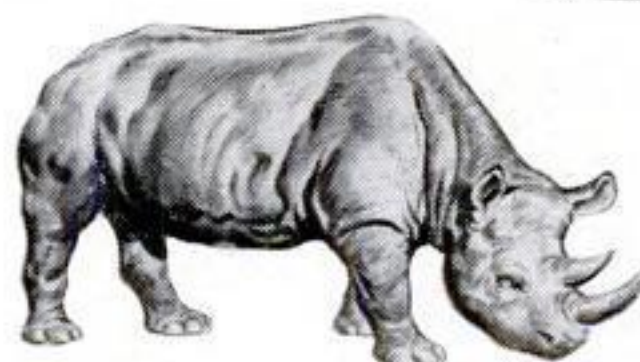
THE MEDINA

**TOUGH
LONG WEARING**



WASHABLE

Look for the
RED BALL
on the shoe



Ball-Band

MISHAWAKA, INDIANA



Reg. U. S. Pat. Off., 1901

One dog tells another

EYES
Bright

COAT
Dense

BODY
Sound

PAWS
Strong

"It's a wonderful feeling—to have
EVERY INCH nourished with **GAINES!**"

Dogs have a way—a wonderful way—of spreading the news of what a fine food can do! With clear, bright eyes, luxurious coats, and red-blooded health from head to tail, they have shown to the whole dog world how expert care and feeding pay off in a big, big way. It is **HEALTHY DOGS** who have made Gaines grow to be America's top-selling dog food!

THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much proteins as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1¾ lbs. cheese



For energy—as much carbohydrates as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1¼ ozs. butter



Plus ALL THE VITAMINS AND MINERALS dogs are known to need . . . in more than required quantities

GAINES COSTS LESS TO FEED
than any other type of dog food!

Gaines

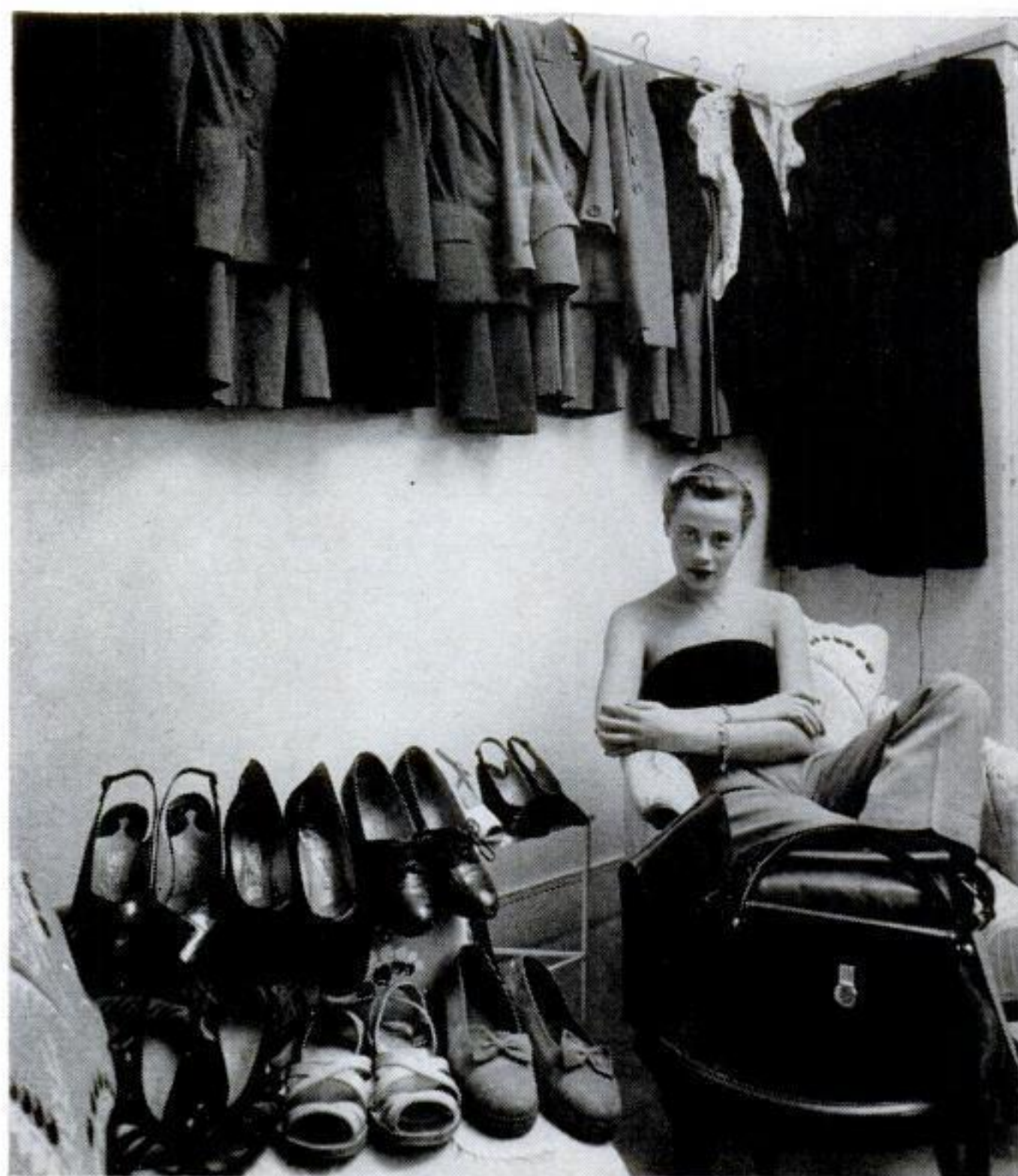
DOG FOODS

"Nourish Every Inch of Your Dog"



Copyright 1950 by General Foods Corp.

A Product of General Foods



CHRISTIANE'S WARDROBE reveals her preference for tailored suits. She owns no evening dresses, borrows one from her employer whenever necessary.

PARIS MANNEQUIN CONTINUED

Jacqueline, who looks like Movie Actress Annabella. They talk of last night's dates and their plans for the night to come. Christiane likes the free and friendly spirit that has grown up in the *cabine* since little Madame Yvonne, a veteran in dealing with the mannequins in other houses of *couture*, became *chef*. Although the girls seldom see each other outside of working hours and never introduce one another to their boyfriends, a jovial spirit prevails. Sometimes in the afternoon the girls send out for champagne to celebrate some special event: a wedding, an engagement or a breakup with an old boyfriend. "A good *chef de cabine* makes all the difference," says Christiane. Before, under Madame Andrée, the atmosphere was pretty electric. "She used to put us all in a happy frame of mind by telling us that any girl could be pretty at 20," explains Christiane.

If a collection is on display Christiane's day's work is to present some 20 dresses once in the morning and once in the afternoon. A maid keeps the dresses in order for her, helps her snake in and out of them in four-minute changes between her brief two-minute appearances before the clients. If a collection is in preparation Christiane's job is to stand for long hours of fittings. Of all her measurements—height, 5 ft. 6 in.; chest, 34 in.; waist, 22 in.; hips, 36 in.—she is interested only in the waist figure. The others, she feels, take their normal course in nature's scheme of things best left untended. Christiane, like most mannequins, takes a strong interest in the clothes she is going to wear and sometimes objects to a new design. Dessès, like most designers, doesn't pay much attention to Christiane's comments (Jacques Fath, who is tremendously concerned with mannequin reaction to his designs, is an exception); Dessès laughs and tells her to wear the dress a while and she will get used to it. Of Christiane, Dessès says, "She is at her best in a tailored suit or in a full evening dress which shows off her lovely shoulders. She is an excellent mannequin because of her nonprofessional look and her air of natural distinction, two very important assets, together with a lovely figure."

Her father used to worry

AS a child Christiane never thought of becoming a mannequin. She was a fat and chunky girl, and her father, Leon Richard, who ran a series of restaurants in various parts of Paris, owned by himself and his brothers, used to worry a lot about what was to become of her. Six days a week, from her 6th to her 16th birthdays, she was locked away in St. Joseph's convent at Boulogne where the nuns trained the girls to turn their heads sharply away whenever

CONTINUED ON PAGE 67



OBVIOUSLY... UNIQUE



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, N. Y.

Got a Nose for Good Food?

Get the Sensational **NEW DORMEYER FRI-WELL**



AUTOMATIC ELECTRIC DEEP-FRYER

LARGER—Serves Six Full Mouth-Watering Portions

Here it is, folks! Dormeyer's wonderful new Fri-Well, the larger, finer deep-fryer. Now you can deep-fry your favorite foods to tender, golden goodness. Chicken, shrimps, steaks, croquettes, doughnuts, onions, potatoes, fritters—m-m-m! Your whole family will cheer for foods done the Fri-Well way.

EASIER TO USE—PERFECT RESULTS

Just place food in basket. Set thermostatic control. Out comes the finest food you've ever tasted. Fri-Well heats the modern way—through the sides (not the bottom) with special elements. Food particles settle into special "cold-well," preventing discoloration. Another Fri-Well exclusive is the Drain-Away Faucet that allows for fast, simple draining.

For Mother's Day
Give Her a **DORMEYER FRI-WELL**
or a Famous **DORMEYER Mixer**

\$24⁹⁵

GUARANTEED

The new Dormeyer Fri-Well makes a wonderful Mother's Day Gift at \$24.95. Or select one of the Famous Dormeyer Mixers illustrated below.

Handy Drain-Away
Faucet Allows for
Fast, Simple Draining



You Dial It—Dormeyer Does It!

DORMEYER

The **BUY-WORD**
in Appliances

***MOST* FOR YOUR MIXER MONEY!**

DORMEYER "FOOD-FIXER"—MODEL 4200

Grinder—Juicer—Mixer—All-in-One Complete Unit, only \$39.95* Guaranteed. All these Dormeyer attachments are included at no extra cost: grinder and pestle, juicer and strainer, two beaters, two mixing bowls, juice bowl. Dormeyer's Finest Mixer.

DORMEYER "MEAL-MAKER"—MODEL 5000

Complete Grinder, Juicer, Mixer \$31.95* Guaranteed. Full-powered motor. Multispeed control. Portable mixing head. AC or DC current. Easy to store. Easy to clean. Attachments shown at no extra cost.

POPULAR "BUDGETEER"—MODEL 4900

\$19.95† Guaranteed. Big mixer performance at amazingly low cost. Varispeed horizontal mixer. New "lift-off" motor for easy portable mixing. All-purpose bowl. Modern tear-drop streamlining.

THE NEW "DORMEY"—MODEL 4900-D

Makes Every Pot and Pan a Mixing Bowl. \$14.95† Guaranteed. All-purpose, full-powered. Three recipe-tested speeds, 110-120 volt, AC-DC motor. Two beaters. Fits in drawer. Wall bracket included.

*Denver and West, add \$1.00 †Denver and West, add 50c



DORMEYER CORPORATION, 4300 NORTH KILPATRICK AVENUE, CHICAGO 41, ILLINOIS

PARIS MANNEQUIN CONTINUED

a student from the nearby boys' school walked by. The seventh day Christiane spent at her parents' home, sometimes in the Hôtel de Ville neighborhood, sometimes in Montparnasse. After Paris was liberated by the Allies in World War II, Christiane spent Sundays at her father's Porte de Saint Cloud restaurant. She was fascinated by the American MPs. They were cocky little men, she remembers, who called her "Sis" and strutted about in their white helmets terrorizing tough soldiers just back from the front. In the French Army, Christiane knew, such characters would have their ears bitten off. Sunday after Sunday she sat in the restaurant, knitting and patiently waiting the day when the badgered GIs would rise in wrath against their MPs. It is one of the disappointments of her youth that that day never came.

After she left the convent school Christiane spent six months working for Dessès as a saleslady. For six months after that she studied at an art school in the Rue de Seine, thinking that perhaps she would become a designer. Her father, being practical, thought she ought to learn English so that she might perhaps eventually become a *première vendeuse* (first saleslady) for American customers of *haute couture*. So he arranged for her to study in England and bought passage for her. She dropped into Dessès one day to say goodbye to her friends. Someone noticed that she was no longer the fat little girl who used to work there. They tried a dress on her, asked her to walk around in it a bit, and she was hired as a mannequin. She received no instruction in modeling. Christiane is a little amused by American models who stand very straight, thrust their hips forward, take three stately steps in one direction, turn, take three stately steps in another direction, turn again. She says, "We just try to be natural. If we hunch up our shoulders a bit and wiggle a trifle, well, that's natural, isn't it?"

Star for a moment

SINCE becoming a mannequin two years ago Christiane has swept into the exhibit room many times to find herself looking at famous women, princesses, actresses. It never upsets her. "Maybe Rita Hayworth is watching," she says, "but when I walk through the room *I'm* the star for that moment or"—and she laughs—"at least the dress is." Some of the famous people, like Princess Margaret, like to say a word of thanks to the mannequins after a showing, but close relations between mannequins and clients are not encouraged by the management. No one wants the girls tempted to commit the one unforgivable sin of *haute couture*—lending one of the house's dresses to an outsider to be copied. Actually Christiane and the other girls who move about a lot get to know a good many clients. Says Christiane, "They bow and speak to you in the nightclubs. Most of them just want to be friendly, but a few try to worm details about collections in preparation, not to copy them, I'm sure, but just to impress some other woman by making a smart prediction or two. You just look solemn and a bit insulted and they soon stop. Professional stealers of ideas hardly ever approach mannequins. There are more reliable sources of information for them inside the house and they try to get at those."

Christiane is amused by the antics of American male buyers who come to the showings. She has gotten used to their jokes: "Darling, will you marry me . . . hey, what did you say that material is?" After hearing a couple of American models answer such questions in the American style, Christiane now carries the gag along: "Sure, daddy. I'll have my bags moved over to your hotel room tonight." Once, when one American took her seriously and called her up at midnight, Christiane gave him a lesson in French slang that burned his ears.

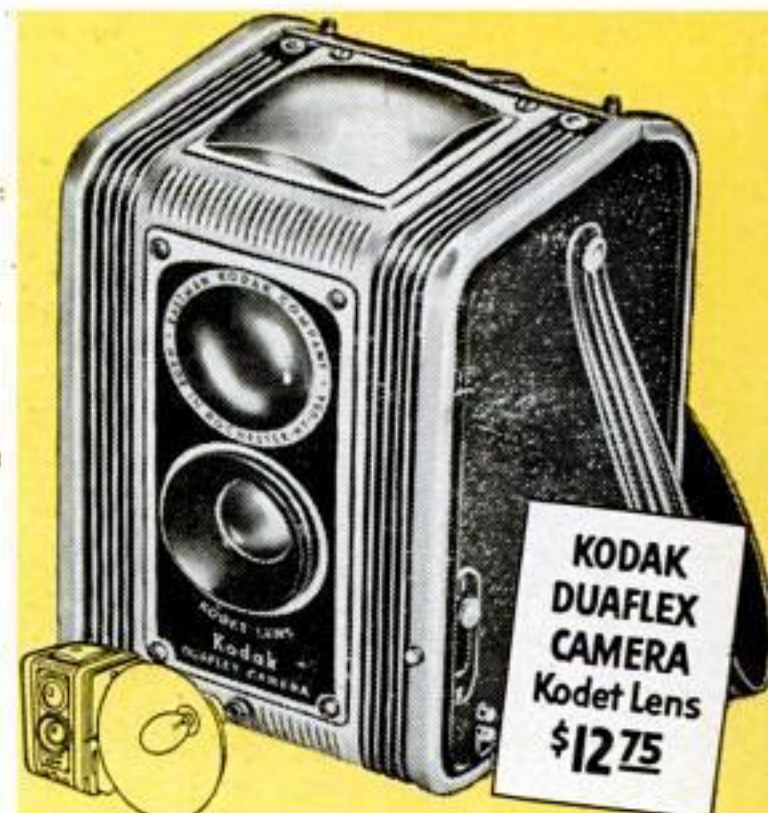
When Christiane was in school she daydreamed a lot of her ideal *ami*—Gary Cooper. With the passage of years her ideas have changed. Her present boy friend is no Gary Cooper. He is middle-aged, tall and distinguished-looking, and his name is important in French finance. She met him at Deauville, where she had gone with the other mannequins to parade a Dessès' collection, and he asked her to cocktails. Christiane first came to like him because he was the kind of a man headwaiters paid attention to. He was kind, gay and amusing, and his friends are people who get their names in the newspapers when big economic affairs are in the headlines. Sometimes he comes to her all worn out and fretting over how things went in his office that day. She keeps track of his affairs just enough to make a few intelligent comments, then sets out to prove to him that nobody can defeat him. She usually manages to send him away feeling pretty content with himself. Since meeting him she has been dating him exclusively.

Christiane's *ami* likes nightclubs; Christiane likes preparing for an evening at a club even more than she likes being at one. On nights

CONTINUED ON NEXT PAGE

Most exciting Kodak cameras since snapshots were invented

Snapshot insurance—that preview feature. You see every detail of your picture in the big, brilliant view finder before you shoot; easy to get everything right. No settings; just aim and press the button. And like *all* the modern Kodak cameras, the Duaflex gives you crisp, clear snapshots in black-and-white and full-color—indoors or out. \$12.75. Flashholder, \$3.33.

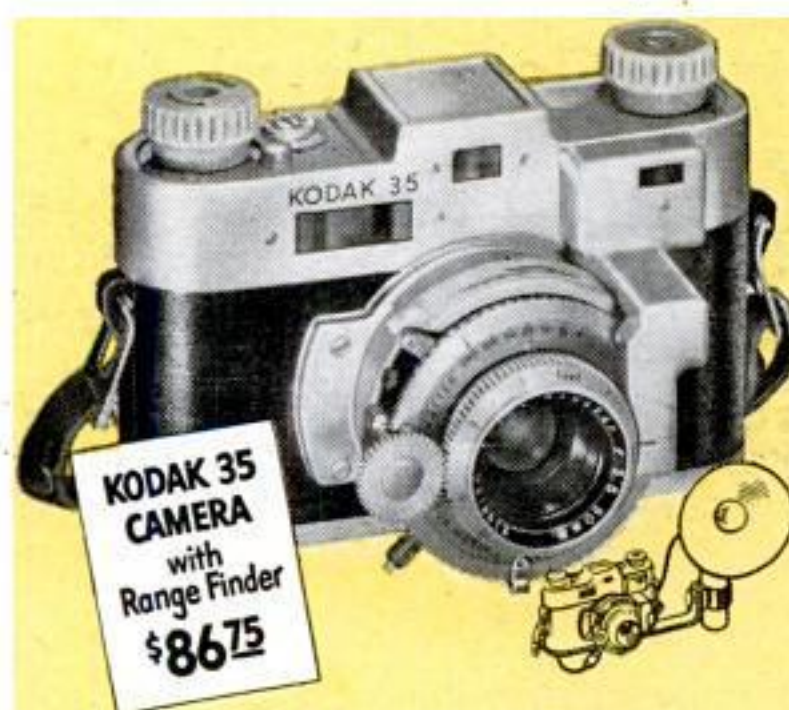


New simplicity in a folding camera. Factory-focused; no adjusting for distance. Just sight and shoot. Clear, sharp snapshots, both black-and-white and full-color, are that easy! Flash shots too, of course. \$24.50 (other "Tourist" models to \$95). Flashholder, \$11.08.

Brings the sun indoors for wonderful snapshots after dark. Slip on a Flashholder, pop in a bulb, aim and "shoot" . . . indoor snapshots, in black-and-white or color, are simple with this little beauty. Daytimes you use it like any regular box model. \$11.75. Flashholder, \$2.92.



Prices include Federal Tax



Automatic controls

take a load off your mind. Built-in range finder; automatic film stop, shutter cocking, exposure counter, double-exposure prevention take the doubt out of picture making. \$86.75. Flashholder, \$11.08. Other Kodak "miniatures" from \$29.95.

Eastman Kodak Company
Rochester 4, N. Y.

Give your graduate a Kodak or Brownie camera
to "save" the happy years ahead. See your dealer

Kodak
TRADE-MARK



↑ Melt-in-mouth waffles? Easy!

Such a convenience! You just insert the large aluminum waffle grids in the new General Electric Combination Sandwich Grill and Waffle Iron—and in a jiffy you have four luscious waffles to serve!

Or remove the grids, and you get almost a square foot of cooking surface to toast delicious sandwiches, fry bacon and eggs or even steaks—all right at your table!

Grand toasted sandwiches? Easy! ↓



See your G-E Dealer. \$19.95 (Incl. Fed. Exc. Tax). Price subject to change without notice.

So easy with the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

SO BEAUTIFUL it will adorn your loveliest table setting! It's finished in sparkling chrome plate, equipped with cool plastic handles. And the design makes it easy to keep shining!

Automatic, a turn of the "Temperature Selector" quickly gives you the

right heat. A "tell-you-when" light goes off the instant you have it.

Automatic model, illustrated above, and the Standard model at \$14.95, come complete with waffle and sandwich grids. General Electric Company, Bridgeport 2, Connecticut.

You can put your confidence in...

GENERAL  ELECTRIC

PARIS MANNEQUIN CONTINUED

when she has a date she stands outside Dessès for a moment and watches the scene. Big, shiny automobiles wait at the curb for some of the mannequins, baby Renaults for the second *vendeuses*, bicycles built for two for the *midinettes* who do the sewing. They all go bustling off into Paris' soft gray dusk for their sweet share in the "cinq-à-sept" or the "heures du berger"—the hours between 5 and 7, traditionally set aside for love and the *apéritif*. Christiane makes her way home with a big box under her arm if she has borrowed one of the dresses of the collection for her evening. Often as not she does not bother, for her own wardrobe is fairly well stocked. She gets one dress free from each collection she shows. Additionally she buys for herself each year three summer dresses, five winter dresses, three suits, two coats. Dresses which cost other women from \$250 to \$300 cost her a mere \$60 because she is permitted to buy the material at cost and can persuade the *midinettes* to do the work cheaply after hours and copy an expensive model.

At her apartment she hangs out the dress she is going to wear that night, then goes out to the hairdresser. She returns in time for another cold bath and an hour's rest, stretched out in a chair, before dressing. When her escort arrives she is ready, sleekly groomed and feeling wonderful.

It is a wonderful life even though it won't last long. Afterward, Christiane sees for herself two possibilities. One is that a rich man free to marry her will come along. Considering past performances in the mannequin world, her statistical chances are not bad. If that doesn't happen, then Christiane hopes one day to step out of the mannequins' *cabine* and become *première vendeuse*. She keeps up her drawing. She studies dresses and styles all the time. Her *ami* has introduced her into a world of rich men and women and some of the women already consult Christiane before buying their clothes. Little by little she is building the clientele that will one day in the future assure her one of *couture's* top jobs. She would like to visit the U.S. to see the smart shops, perhaps work as a model for six or eight weeks, just as many American girls come to serve brief periods in the Paris *cabines*, to see what it is like and perhaps pick up a few ideas.

For the present, Christiane has other things on her mind. Tonight, the Club de Paris. Tomorrow morning at 8, "Un! Deux! Trois! Quatre! . . ."



LOOKING FOR A TAXI to go to work, Christiane Richard shields her eyes against the glare of the sun. Posters behind her announce concerts and recitals.



Englander
AMERICA'S MOST LUXURIOUS MATTRESS

2 GREAT COMPANIES JOIN FORCES FOR YOUR COMFORT

GOOD YEAR
THE GREATEST NAME IN RUBBER



A New Night in your Life!

ON AN **Airfoam**^{*} MATTRESS

... at a new low price
with a 20-YEAR guarantee!

Now you can get
an Englander Mattress
of Goodyear's Airfoam for

\$59⁷⁵

A few years ago there was no such sleeping luxury as Airfoam. And until Englander and Goodyear got together, only a few could afford an Airfoam mattress. Now it's yours—for no more than the price of a good innerspring mattress. Now, on this foam-light cushion of millions of air cells, you can have the most comforting, restful—and yes, most *healthful*—sleep of your life.

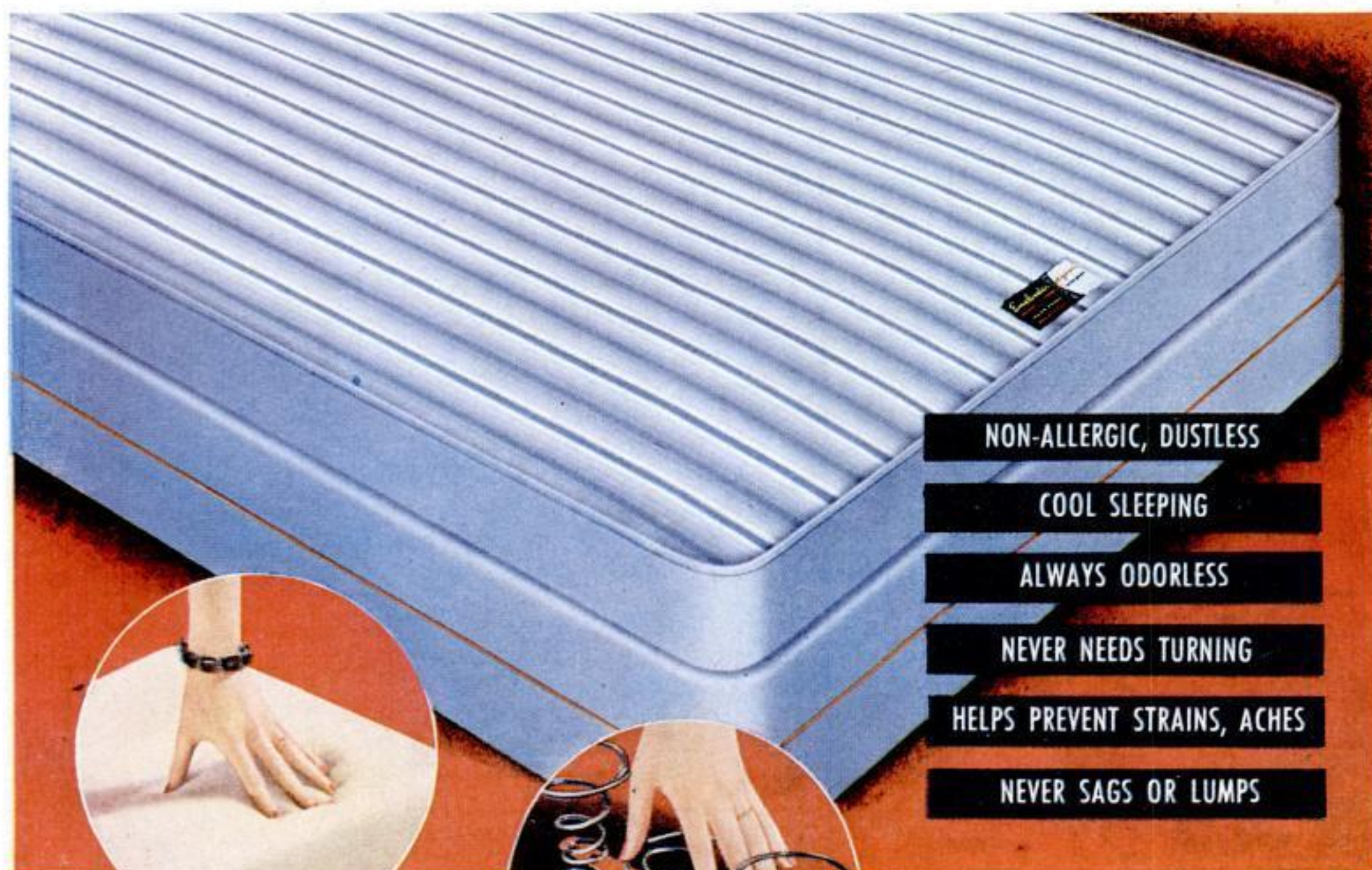
When used with Englander's
special Red-Line^{*} Foundation,
whole unit guaranteed for 20 years

The principle of Airfoam is entirely new. That calls for an entirely new kind of foundation—if you are to get the most out of your Airfoam mattress. So Englander engineers have created a special Red-Line foundation for use with Airfoam. So scientifically matched are they that we guarantee them for 20 years against any defects in material or workmanship when used together.

Both for the price
of a conventional
mattress and box spring

\$119⁵⁰

Other Englander Red-Line mattresses and box springs
(both twin and full size) from \$39.75 to \$79.75.



NON-ALLERGIC, DUSTLESS

COOL SLEEPING

ALWAYS ODORLESS

NEVER NEEDS TURNING

HELPS PREVENT STRAINS, ACHES

NEVER SAGS OR LUMPS

Also available in wood rose stripe

All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a buoyant "uplift."



No other foundation looks like this inside. Joined only through the middle by flexible steel bands, each spring in the upper half is free to adjust individually to every move. Lower part acts as a unit, supports body in the firm manner doctors recommend.

© 1950,
The Englander
Company, Inc.
Chicago, Illinois

Only Englander makes an Airfoam Mattress

★TM The Englander Company, Inc.

*TM The Goodyear Tire & Rubber Company



SKIP-BOMBING F-86 swoops over a 10-foot-high red target as its 100 pound practice bomb hits the ground and skids in for a bull's-eye at the gunnery meet. To make bomb "skip," the pilot must fly low and fast—about 20 feet off the ground at 400 mph.

DEADLY SHOOTING by a low-flying F-86 single jet fighter racks up a high score against a 10-foot-square canvas target. One pilot flying an F-86, Captain Robert H. Knapp, scored an incredible 217 hits with his allotted 240 rounds of ammunition.





WINNERS were the pilots of Las Vegas' 3525th Aircraft Gunnery Squadron—(left to right) Lieut. J. W. Roberts, high scorer; Captain R. H. Knapp; Squadron Commander Lieut. Colonel M. L. Martin and Captain F. L. Bailey.

AERIAL GUNNERY MEET

Top pilots of U.S. Air Force's fighter groups compete with guns and bombs at Las Vegas, Nev.

Early last month the runways at Las Vegas Air Force Base, Nev. were jammed with every type of operational fighter plane in the U.S. Air Force stable. The Officers' Club was crowded with pilots from all over the U.S. and from air bases in Alaska, Germany and Japan. These were the hand-picked four-man teams representing 18 fighter groups ready to compete in the second annual Air Force gunnery meet and win the big silver cup that sat in the pilot's lounge. None of them did because when the shooting was over on the 3.5-million-acre gunnery range the winner was Las Vegas' 3525th Aircraft Gunnery Squadron (above).

Competing in two classes, one for the flashy jets and one for the old "windmills" of World War II vintage, the fighter men flew over 1,100 sorties. Each pilot skip bombed, dive bombed, launched rockets, fired .50 caliber machine guns at both aerial and ground targets. The crowds who braved the sun and desert dust were most impressed by the speed and terrific hitting power of the jets when they swept in at treetop height for the skip bombing (top, opposite page) and the strafing of ground targets (bottom, opposite page). But no one got, or wanted to get, the spectacular view LIFE's camera (below) got from behind the target.

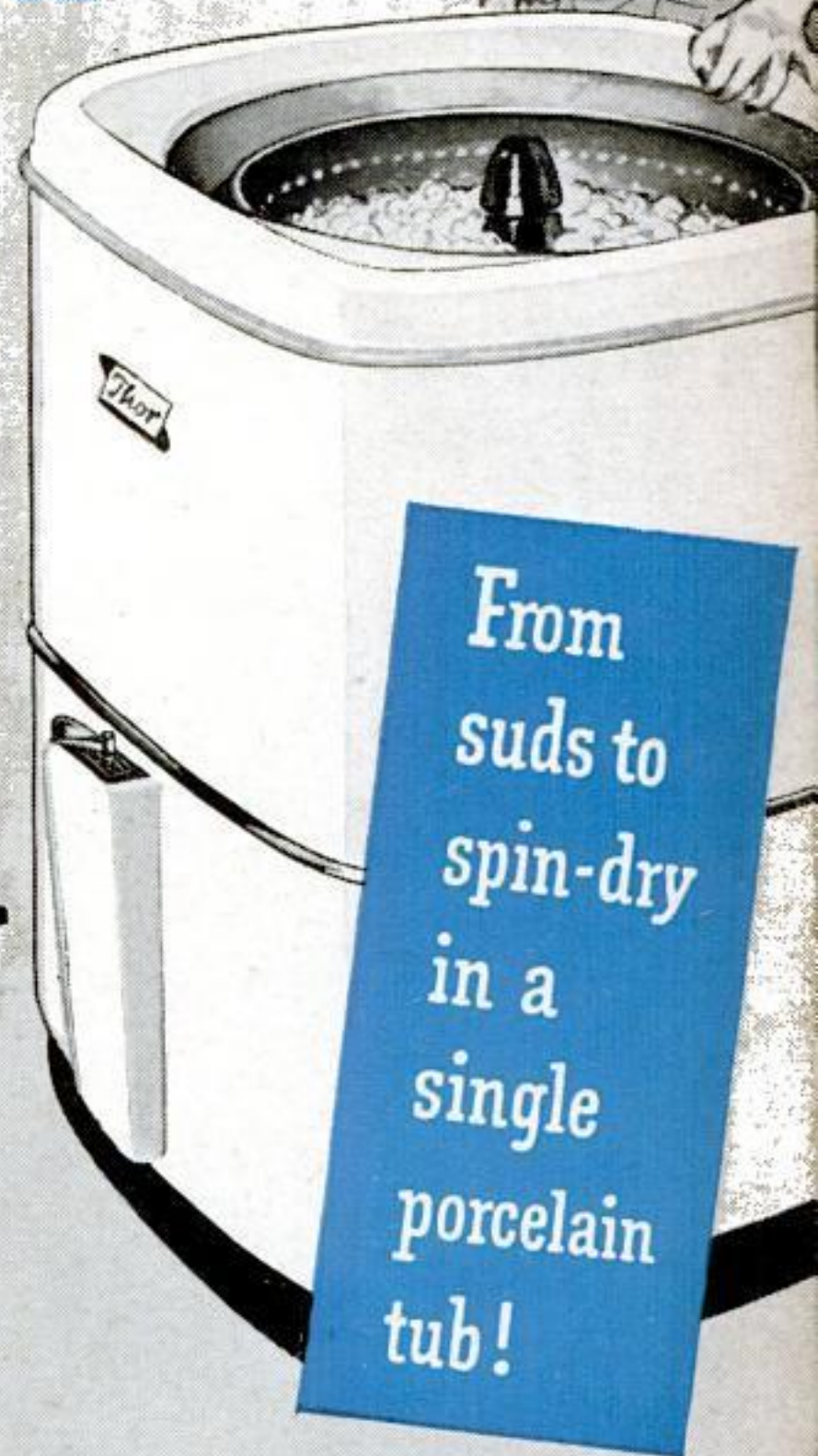


REMOTE-CONTROLLED CAMERA (arrow) was set up by LIFE Photographer J. R. Eyerman to get victim's-eye view (bottom, opposite page) of a jet. Although bullets raked the ground next to it, the camera remained unscathed.



THE 1950 Thor WAY!

your choice
of two
wonderful
ways to
rinse...
or skip the
rinse entirely



From
suds to
spin-dry
in a
single
porcelain
tub!

Yes, Thor offers you the Agitator Deep Rinse that works by thorough "washing" action. Or you can use the marvelous Thor Continuous Overflow Rinse with Agitator Action that's so efficient it works perfectly in COLD water—a big saving of your precious hot water supply.

And—if you're enthused about the new detergents that say "No Rinsing"—with your Thor, you can skip the rinse entirely.

The flip of a fingertip switch controls every operation. You decide how long to wash, rinse or spin-dry. You never touch the clothes. No lifting. No tired back. Your hands are never in water. Thor does it all while you relax!

The great 1950 value is the great 1950 Thor Spinner-Washer

No bolting down...
no plumbing
installation
necessary

\$199⁵⁰

See the New 1950
THOR-WAY DEMONSTRATION
of Better Washing at Your Dealer's

Thor Automagic
SPINNER-WASHER

Thor Corporation, Chicago 50, Illinois • Thor-Canadian Company, Ltd., Toronto, Canada

NEWS

for women on the go...

who "go through" their stockings

.....
the
magic
strips
do
the
trick*

THIGH-MOLD by Mojud. Remember the name.

It's the sheer, long-life stocking with the magic strips that mean a new stocking life for you.



STRETCH



STOOP



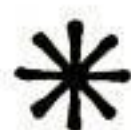
BEND

... dance, run, walk ... the patented strips laugh at strain, give when you move, spring back when you stop. And the *whole* stocking has the *hidden inch* ... extra give and resilience right in the knit! No wonder Thigh-Molds fit-feel-wear better.

NO MORE SIGNS ABOUT THIGHS. Thighs a bit heavy? Thigh-Molds yield to your size yet keep their shape. Thighs thin? Average? Thigh-Molds fit skin-sleek.

NO MARTYR TO THE GARTER. The patented strips hold garters firm, seams straight; make long garter runs taboo. No wonder active women wear Thigh-Molds every hour of the day.

At your favorite store. Or, for your nearest dealer, write: Mojud Hosiery Co., Inc., 385 Fifth Avenue, New York 16, N. Y.



absorb strain
stop garter runs
keep seams straight
hold garters firm

Thigh-Mold[®]

STOCKINGS

BY

MOJUD[®]

And for beauty *above* your hemline, there's LINGERIE by Mojud, too.

© H. H. CO., INC. 1950

Villa La Pietra

The garden of La Pietra, overlooking the city of Florence, represents the purest style of Italian landscaping. Almost bare of flowers and blossoming trees, it has a simple, classic formality with evenly tapered cypresses and yew trimmed like classic urns. Villa La Pietra was built in the 1400s by Francesco Sassetti, a rich banking partner of Lorenzo de' Medici, ruler of Florence. But at the end of the 15th Century, the Capponi, another family of bankers, rose to power, drove the Medici from the city, and eventually took over Sassetti's villa. Today the villa is owned by a wealthy English gentleman.

PHOTOGRAPHS FOR LIFE
BY
Dmitri Kessel



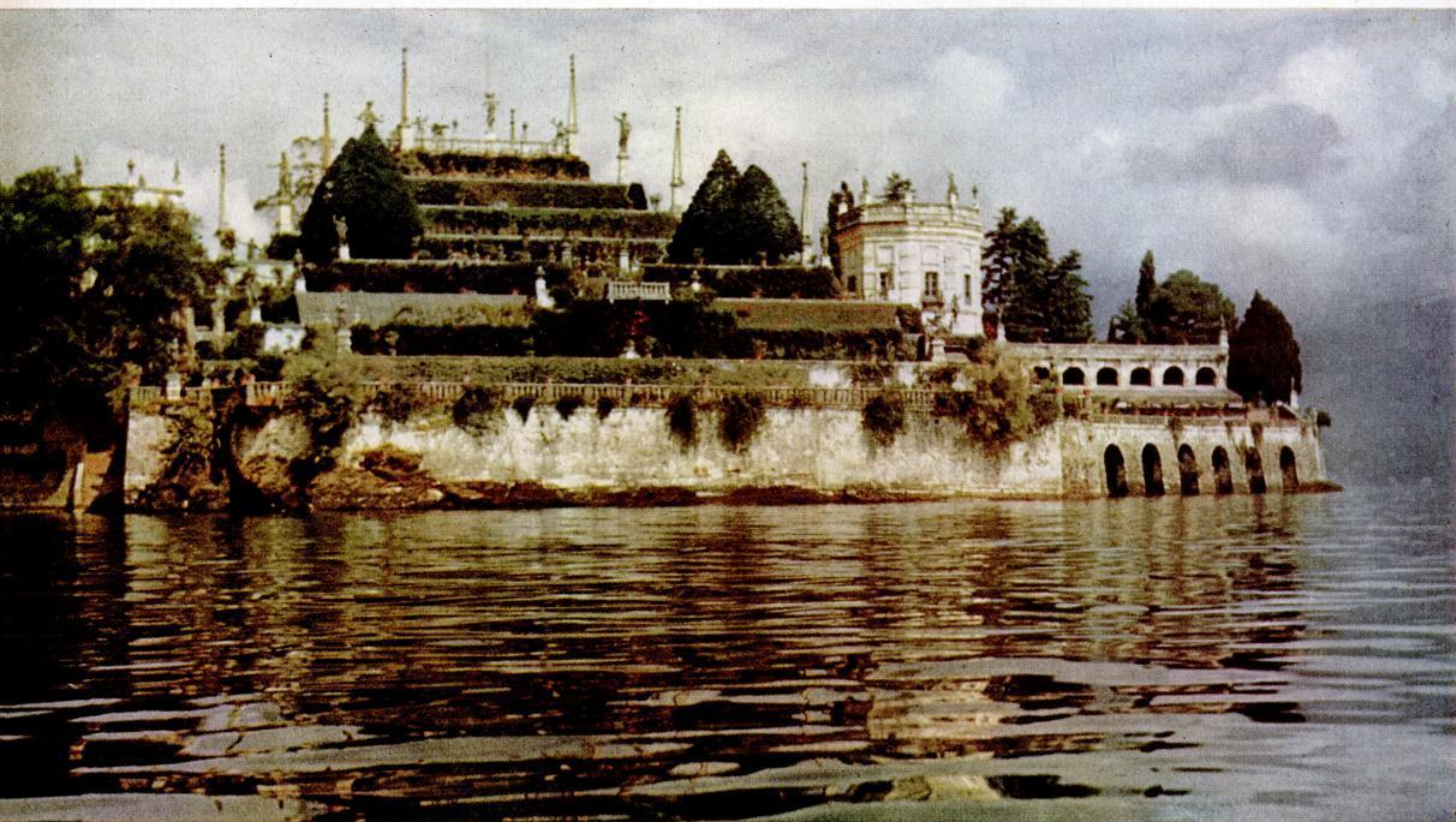
Italian Gardens

IN the Dark Ages, Italy, pillaged by tribes of barbarians from the north, was a bleak country. Its only gardens were vegetable plots of monks and peasants and here and there along the banks of a castle moat a grove of fruit trees withering under the blazing sun. But in the early 1300s, with the growing Renaissance interest in classic Rome, Italians became captivated by descriptions of beautiful symmetrical gardens which had embellished the old Roman villas. They began to build elaborate gardens for

themselves, hiring leading artists of the day to design them. By 1500 formal gardens were indispensable settings for the homes of nobles and wealthy citizens and had become the centers of cultural life, where painters and scholars could talk and work in the cool elegant peace of the outdoors. On these pages LIFE shows color photographs of some of the finest of the gardens which, as carefully groomed today as they were centuries ago, are, in their way, as much expressions of Italy's artistic greatness as its paintings and statues.

CONTINUED ON NEXT PAGE

Copyrighted material

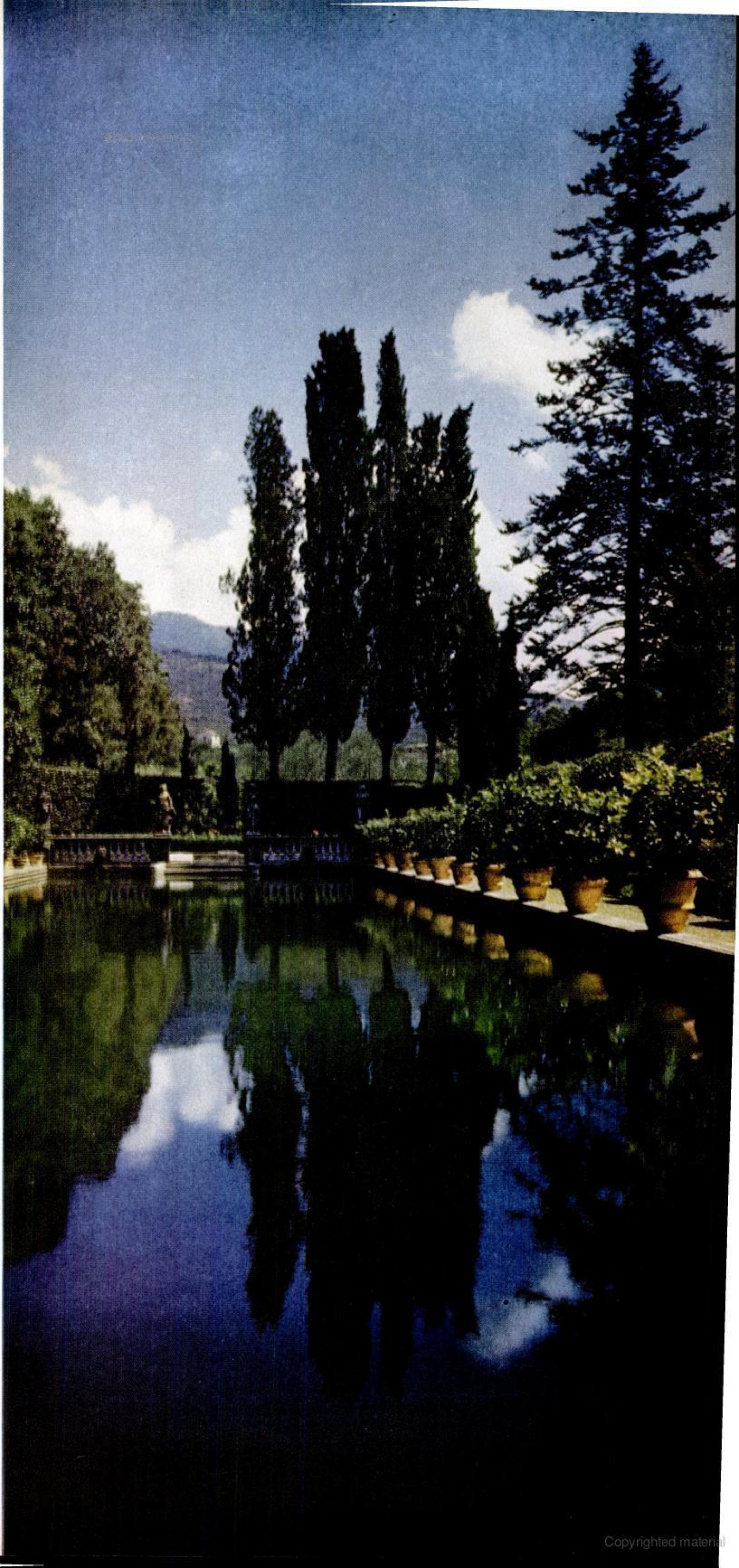


Isola Bella

IN 1500 Count Launcelot Borremeo lived in a gloomy castle on the shore of Lake Maggiore in northern Italy. But the ladies of his court complained constantly that the pleasures of banqueting were disturbed by the cries of prisoners in the dungeons below. So the count bought an island in the lake and began building a palace and garden that would suit the ladies. After his death his descendants continued his work. Since the island was rocky, they brought in earth from the farmland of Merate 40 miles away. From the south, they imported many varieties of flowers and fruit trees. Finally, by 1690, the terraced garden-island of Isola Bella (Beautiful Island), still owned by the Borremei, was completed. Its terraces, shown in the view at the top of the opposite page, are thick with ivy, camellia bushes, jasmine, yucca, potted lemon and orange trees. In the center of the top balustrade is a statue of a Roman youth holding a crown with the Borremeo motto, "Humanitas." The view at bottom shows Isola Bella from the lake. Its terraces, flanked on the right by a stone pavilion and a colonnade, begin flush with the island's edge and rise 100 feet above the water like a huge and palatial stairway.

Villa Torrigiani

THE pool at right is one of the oldest sections in the gardens of Villa Torrigiani near Lucca in north central Italy. In classic tradition, statues of Roman gods line the balustrade (left to right: Cybele, Pluto, Saturn and Proserpina), while at the right is a row of lemon trees. The villa was built in the 17th Century by the Santini, for centuries a leading family of Lucca. In the 1700s, through marriage, it passed into the hands of another wealthy family, the Torrigiani. The Marchese Torrigiani still spends summers here and uses the pool for swimming.





Castello di Montalto Pavese

THIS broad terrace at Montalto Pavese overlooks the Po Valley between Milan and Genoa. Considered the most beautiful garden in Italy, Montalto's was designed in the 18th Century. It passed through many hands until 1890 when it was bought by a Genoese shipbuilder, Count Balduino, whose family still owns it. During the war German troops occupied it. Attacked by partisans who hid behind the hedges on this terrace, the Germans hurled hand grenades

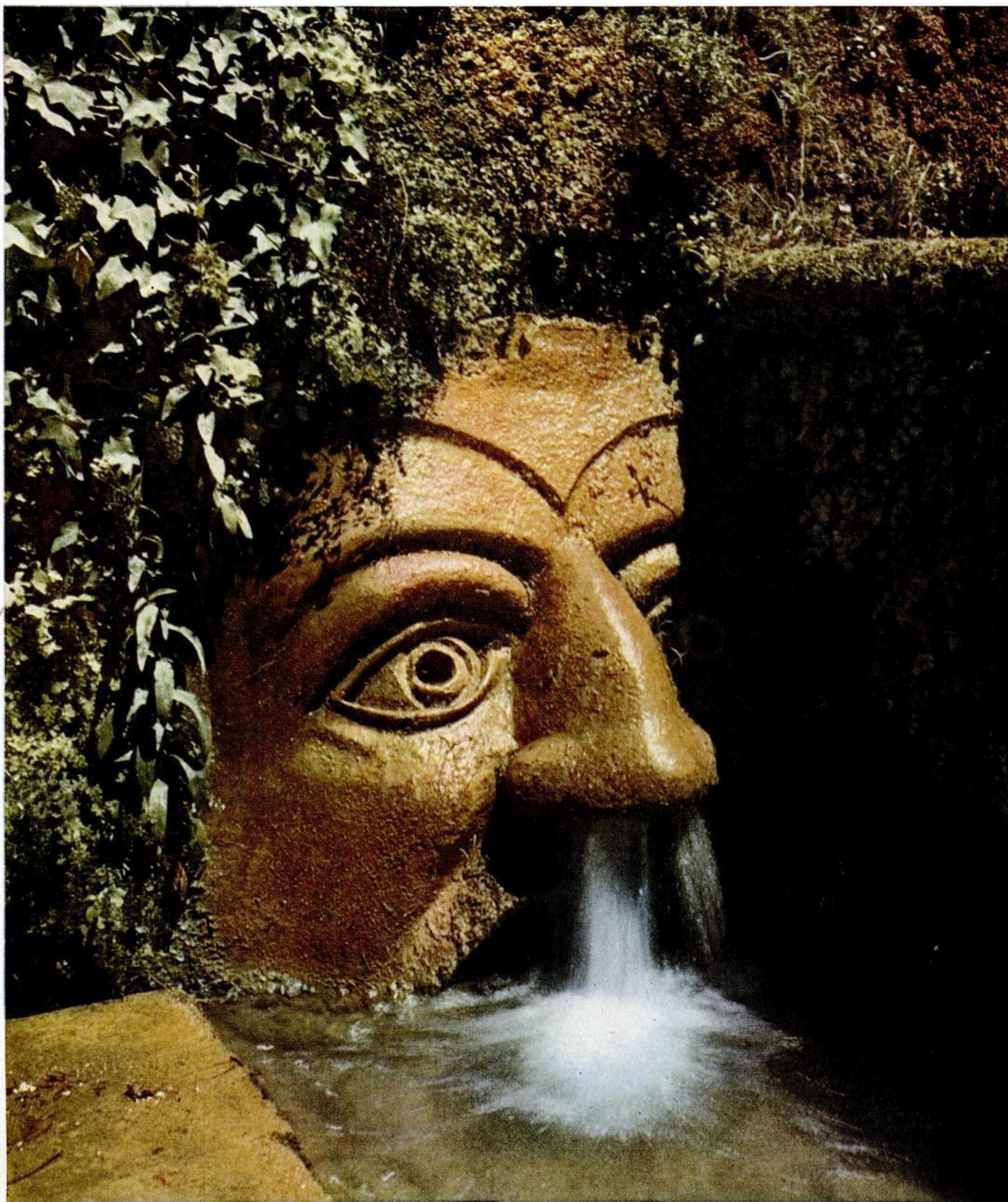


into the garden, crushing the rounded top of a box bush (*right side of center path, third from bottom*), which has only just begun to grow back again.

The hedge around the garden is made of yew, while the clipped bushes inside are box. Small box are used to outline the fancifully shaped flower beds in which are planted geraniums, begonias, ageratum and coleus. These intricate patterns are characteristic of the

ornateness that appeared in all Italian art during the century following the Renaissance. Yet they still maintain classic orderliness which follows the precepts of the famous architect Alberti. In the 1400s, when the nobles were indiscriminately filling their gardens with rare botanical specimens, Alberti laid down some explicit rules of landscaping. The site, he wrote, must have a "wide expanse"; trees must be planted in straight rows and shrubs must be arranged in geometrical patterns.

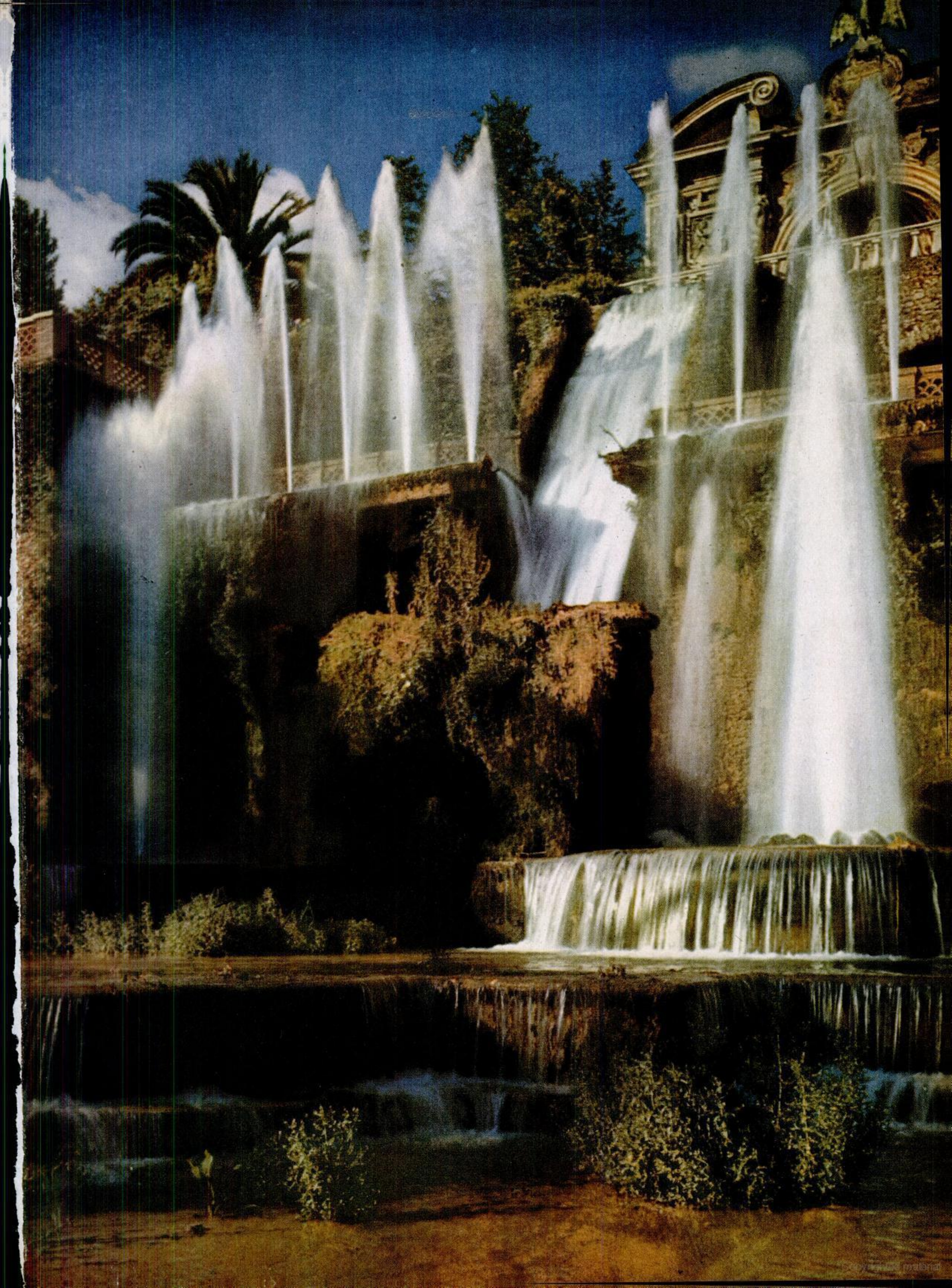
CONTINUED ON NEXT PAGE



Villa d'Este

THE most spectacular garden in Italy is the Villa d'Este at Tivoli near Rome. Terraced on a hill below a handsome chateau, it is a maze of hidden nooks, grottoes, shaded, circuitous alleyways and 600 startling fountains like the face above. The fountains and the waterfall on the opposite page are known as the famous Water Organ. The wonder of all Italy centuries ago, they used to

set in motion a hydraulic device that played an organ lodged in the building at top right. The Villa d'Este was built in the 16th Century by the son of Lucrezia Borgia, Cardinal Ippolito d'Este. Though a notorious reprobate, Ippolito was such a skillful intriguer that he nearly became pope. As governor of Tivoli he ruthlessly condemned the homes of townspeople to make room for his villa.



It's
Sunshine
for finer
flavor!



Crunchy, golden crackers . . . at their CRISP
delicious best . . . with a lively, fresh-toasted
flavor no other crackers match!

That's Sunshine HI HO . . . now at your grocers
in the big, economy box!

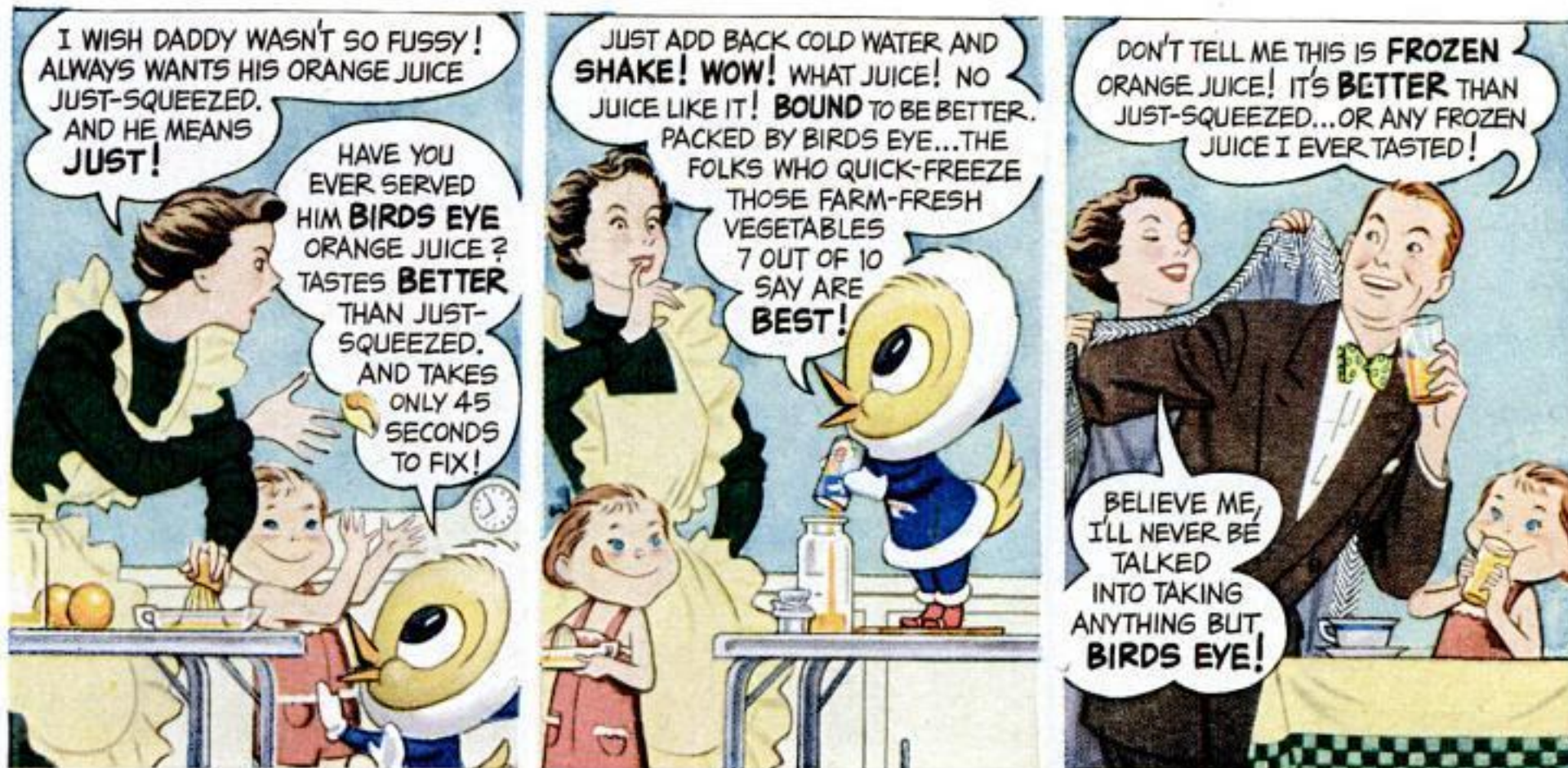
FROM THE THOUSAND WINDOW BAKERIES OF





PRODUCT OF GENERAL FOODS

Fussy Folks say **Birds Eye** Orange Juice tastes better than just-squeezed!



Copyright 1950, General Foods Corp.



BIRDS EYE - BOUND TO BE BETTER!

"Mighty long on looks!"

(and mighty far on a gallon)

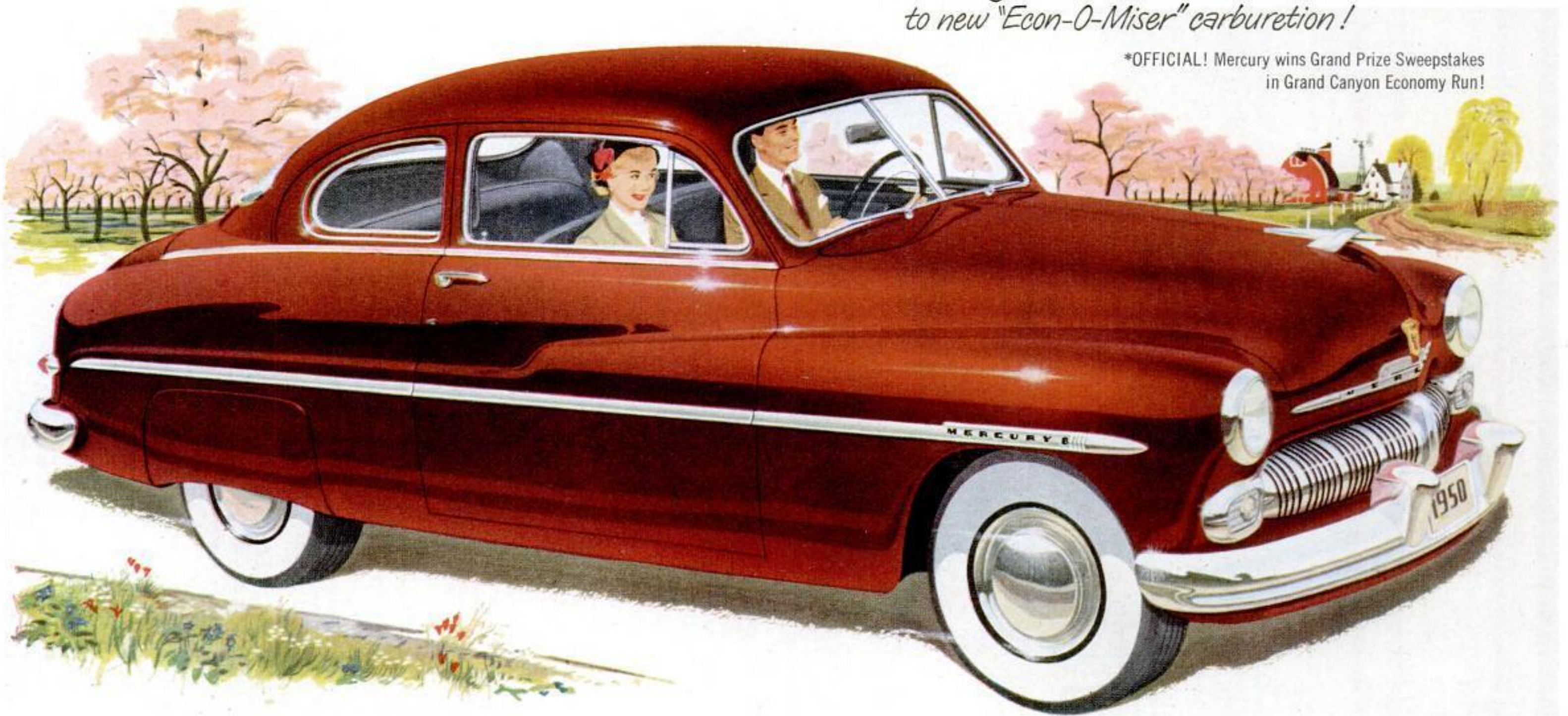


1. You'll like the looks of this handsome new 1950 **MERCURY**! Your wife will like its "better than ever" new "Customized" interior, too!



2. And on the road you'll find that famous **MERCURY** economy is now even "better than ever"—thanks to new "Econ-O-Miser" carburetion!

*OFFICIAL! Mercury wins Grand Prize Sweepstakes in Grand Canyon Economy Run!



"Better than ever"
for you—New 1950

MERCURY



3. When you call for power, you get it! For the lively "Hi-Power Compression" in that made-for-Mercury V-type "8" engine is "better than ever" in get-up-and-go!

WHY is Mercury popularity the highest in history? It's because Mercury—a great car last year—is better than ever in everything today!

Better in styling—with new advanced design! Better in comfort—with "Lounge-Rest" foam-rubber cushioned seating! Better in economy—with "Econ-O-Miser" carburetion!

Better in performance—with "Hi-Power Compression"! Better to drive—easier to park!

Yes, one look—one thrilling ride—and you'll agree, Mercury is a bigger value and better than ever!

See your Mercury dealer—and drive the better than ever new Mercury today! It's "America's No. 1 Economy Car"!*

MERCURY DIVISION OF FORD MOTOR COMPANY



TAKEN OUT TO DINE BY HIS MILLIONAIRE BUDDY, THE TRAMP IS A VICTIM OF A NATURAL BUT EMBARRASSING CONFUSION BETWEEN SPAGHETTI AND CONFETTI

MOVIE OF THE WEEK:

City Lights

Chaplin's 19-year-old tragicomedy
is still the best movie of 1950

A whole generation of moviegoers has been allowed to grow up hardly knowing Charlie Chaplin except as a figure of scandal and controversy; and the oldtimers have had years to forget just how wonderful a movie-maker our greatest comedian could be. This situation is being corrected now by a revival of Chaplin's classic *City Lights*, now being shown on Broadway before national release. Echoing the sentiments of James Agee in his article "Comedy's Greatest Era" (LIFE, Sept. 5, 1949), the general comment of the capacity audiences is: "They just don't make them like that any more." *City Lights*, which was produced in 1931, is the

standard tragicomic Chaplin story: the tender-hearted little tramp moving with imperturbable finesse through one terrifying complexity after another—a fashionable dinner, a prizefight, a love affair with a blind girl to whom he makes believe he is handsome and rich. Without using the human voice—there are only a few sound effects and a musical score composed by Chaplin himself—it mixes fun and pathos with unfailing skill and delicacy. You are never sure whether any particular scene is the funniest or the most poignant you have ever seen. At any rate you can be sure you are seeing the best film likely to be released in the U.S. this year.

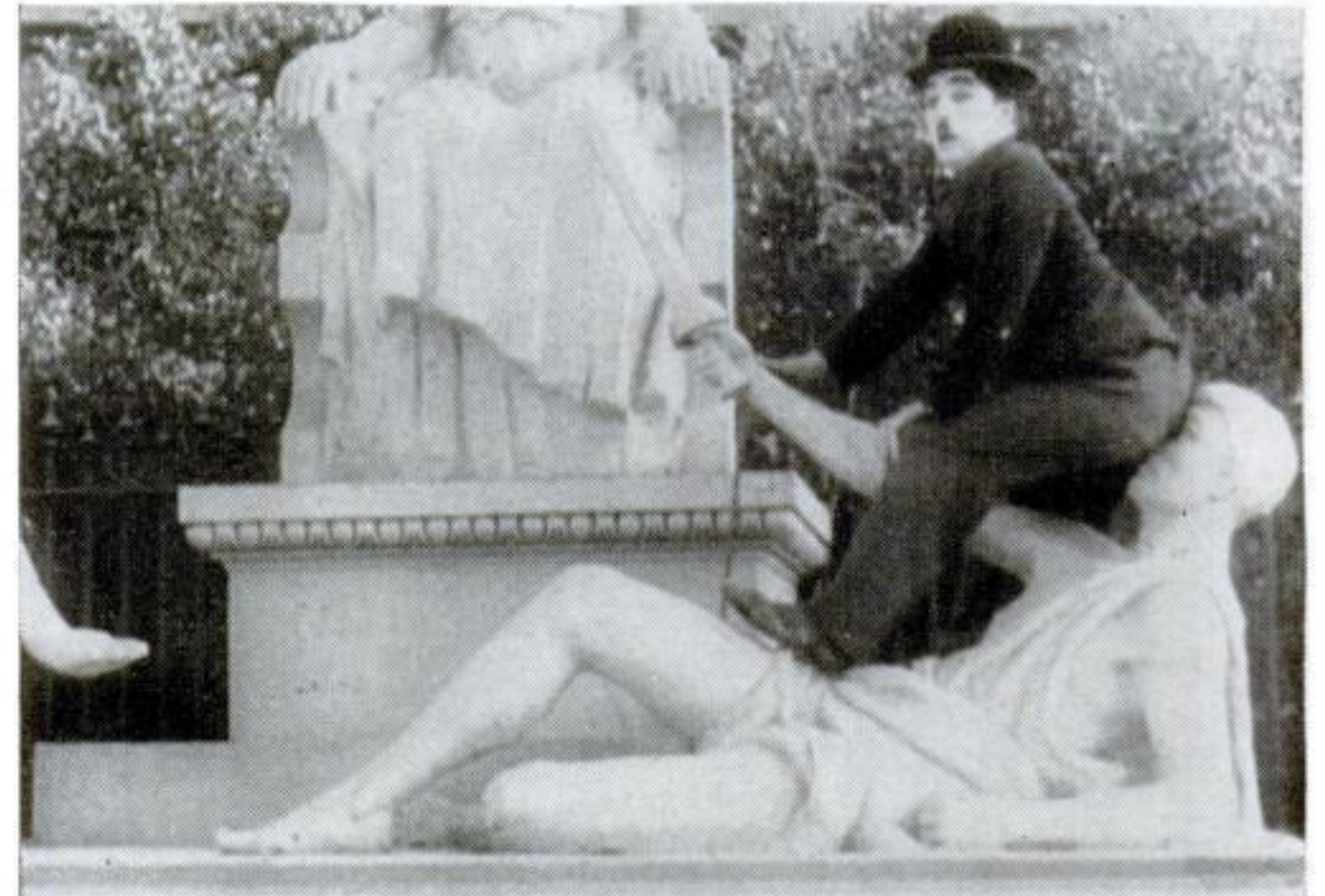


ECCENTRIC MILLIONAIRE (played by Harry Myers) goes through a violent manic-depressive cycle when drunk. At bottom of cycle (*left*) he has to be restrained



from drowning himself. At the top (*center*) he greets the tramp effusively as his dearest friend. But when he sobers up (*right*) he doesn't even recognize the tramp's face.





UPROAR AT AN UNVEILING

The tramp finds himself unwittingly part of the ceremony of unveiling a monument to Peace and Prosperity. Caught sleeping in a marble lap (top), he slips down, is impaled on a marble sword, scrambles his way free with unflinching decorum before a crowd of indignant dignitaries.

CONTINUED ON PAGE 85

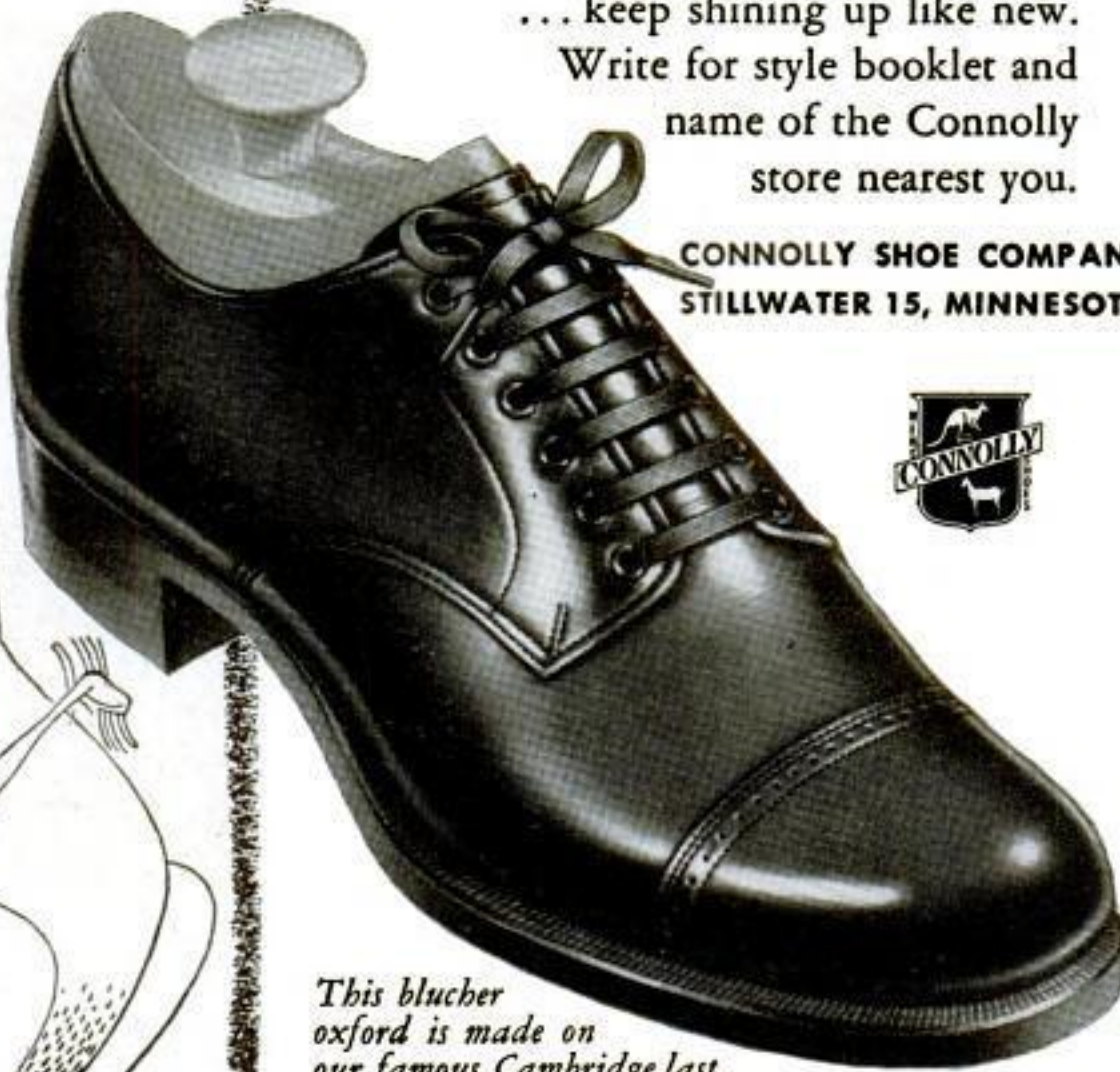


★ Connolly

makes shoes of KID
and KANGAROO...*exclusively*

Connolly Shoes are always good to your feet because soft, supple Kid and Kangaroo are the strongest of leathers. Thus comfortably fitted Connolly shoes stay comfortable ... keep shining up like new. Write for style booklet and name of the Connolly store nearest you.

CONNOLLY SHOE COMPANY
STILLWATER 15, MINNESOTA



This blucher oxford is made on our famous Cambridge last. #8600, in black genuine Australian Kangaroo. #8616 in medium brown Kid. #7516 in medium brown genuine Kangaroo.

82 stock patterns in sizes 3½ to 15, widths AAA to EEEE. \$10.95 to \$16.95.

demand
Gayson
they fit to perfection

THE NATION SAYS
Gayson
SHIRTS • SPORTWEAR • PAJAMAS

SHIRTS
SPORTWEAR
PAJAMAS

*BETTER WORKMANSHIP... COSTLIER MATERIALS... COST YOU NO MORE!

Jayson, 1115 Broadway, New York 10 • Shirts • Sportwear • Pajamas • Makers of **Excello Shirts**

"City Lights" CONTINUED



WHISTLE IN THE WINDPIPE

At a party given in his honor by millionaire friend, the tramp swallows a whistle when his fair companion scares him with paper blowout (top). The shrill sounds emanating from his hiccups keep disturbing a guest singer in the middle of an aria, finally summon a large overfriendly dog.

CONTINUED ON NEXT PAGE



Speed Queen

for America's fastest washday

"How I do a
7-load washing
in ONE hour!"

by a Speed Queen User



This pamphlet, written by a Speed Queen user, tells how a 7-load washing can be done in ONE hour . . . with one tubful of hot water . . . each piece sparkling clean. No matter what type washer you now own, this pamphlet will *open your eyes!* Get a free copy from any Speed Queen dealer, or mail coupon below.

With a Speed Queen Ironer you can do all your ironing comfortably seated . . . in half the time.



SPEED QUEEN CORPORATION, 21 Doty Street, Ripon, Wisconsin

Please send me a free copy of "How I Wash 7 Loads per Hour," written by a Speed Queen user.

Name

Address

City State

Copyrighted material

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%



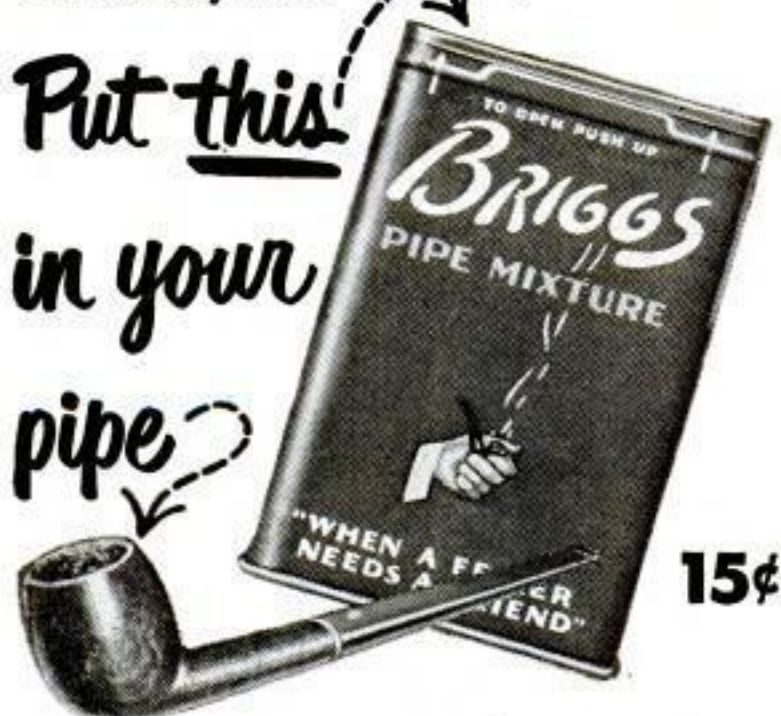
2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

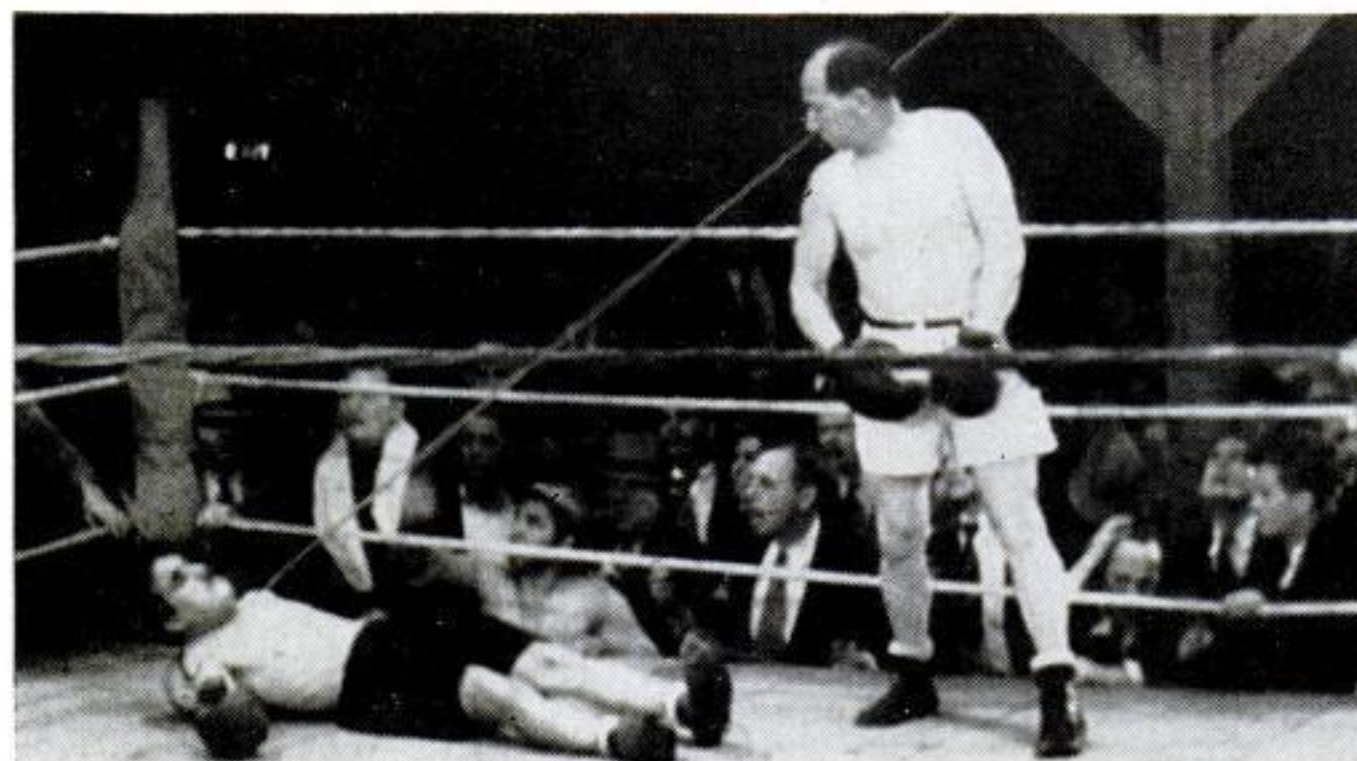
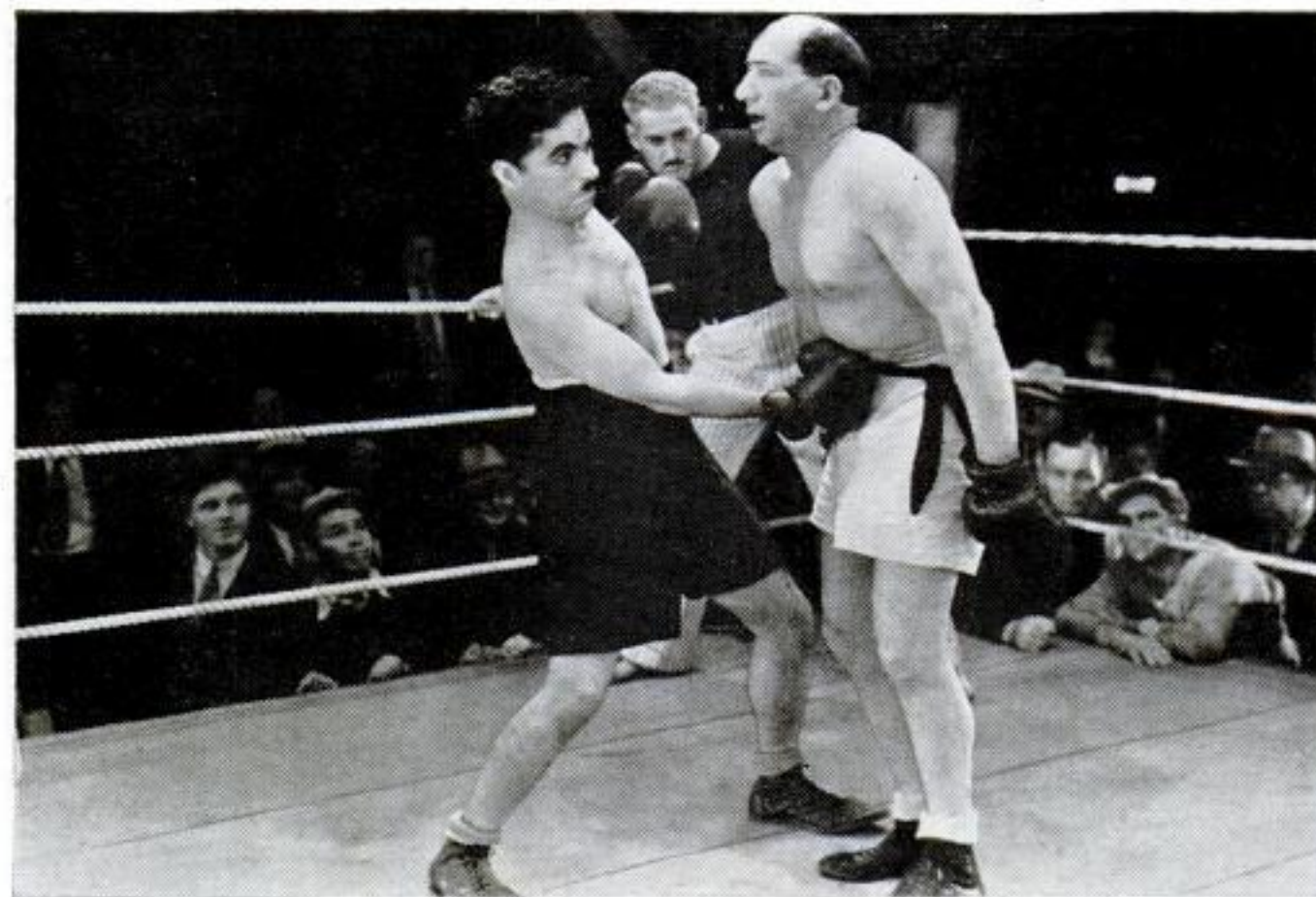
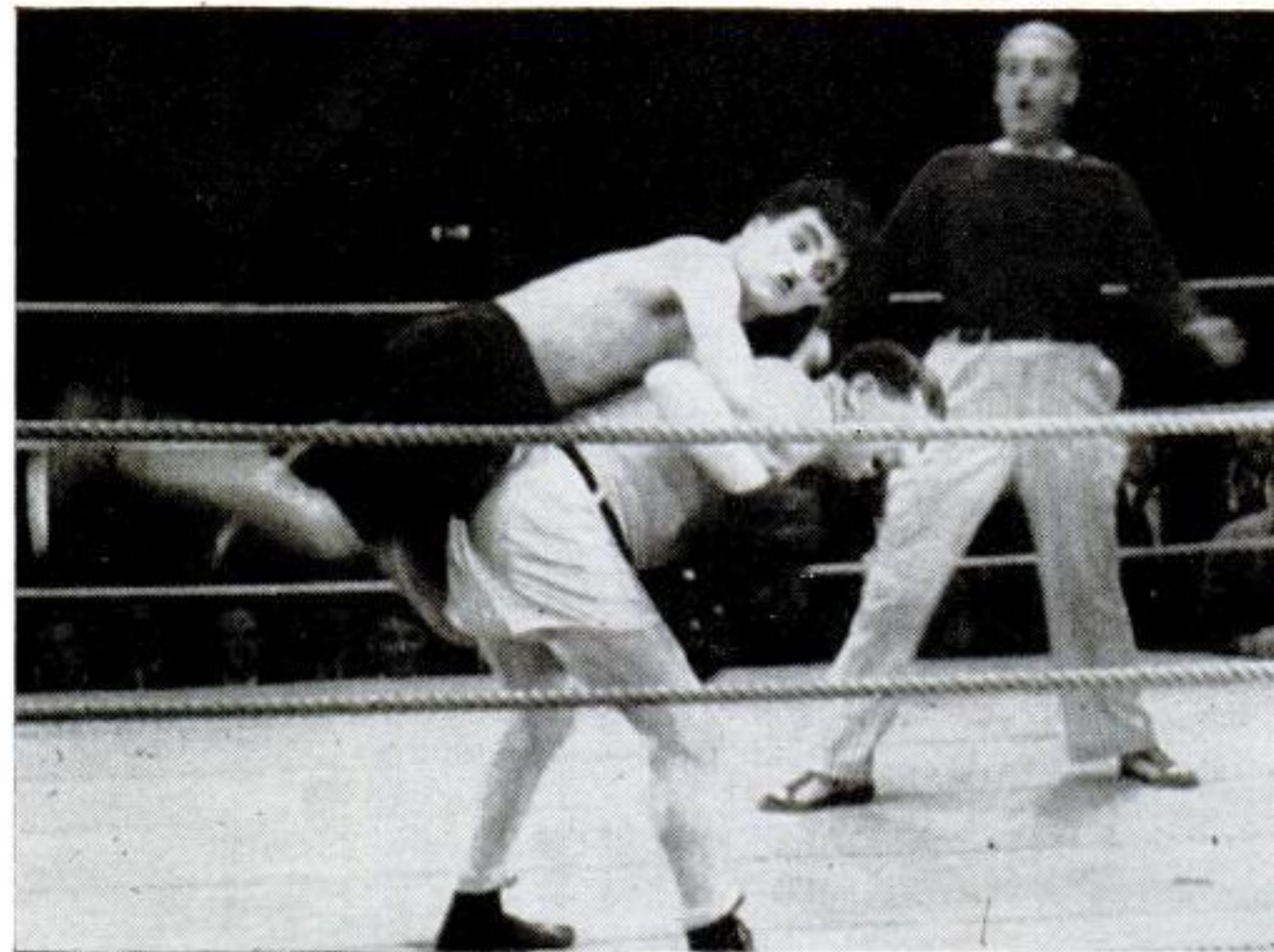
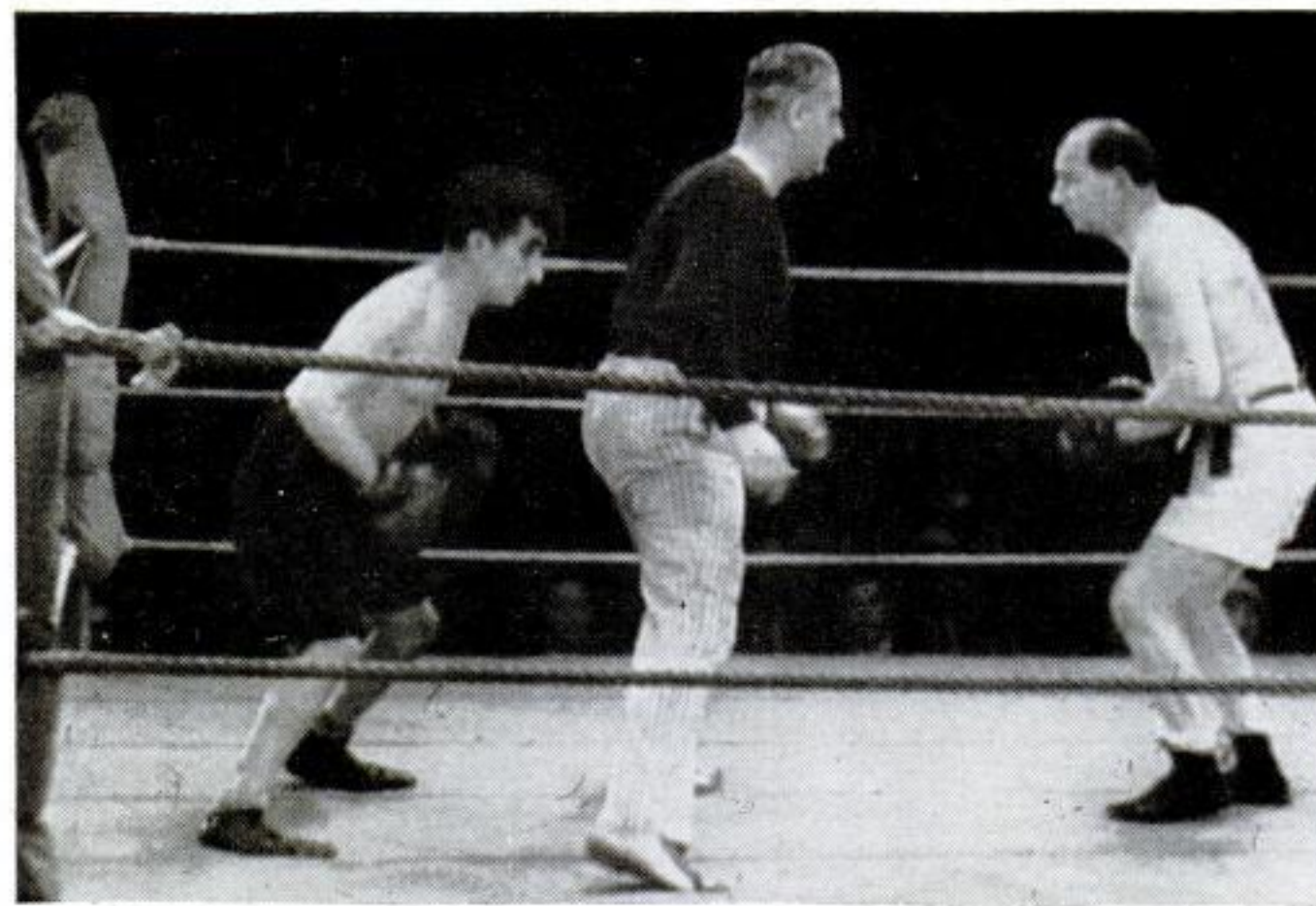
Put this
in your
pipe



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada



PANIC IN THE PRIZE RING

The tramp appears in the prize ring to earn a few dollars so that he can pay the blind girl's back rent. Despite his expert evasive tactics and the chance intervention of a rope (bottom picture) which attaches his neck to the bell and thus ends and starts a round every time he is knocked down or gets up, he finally goes down to the canvas for the count of 10.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

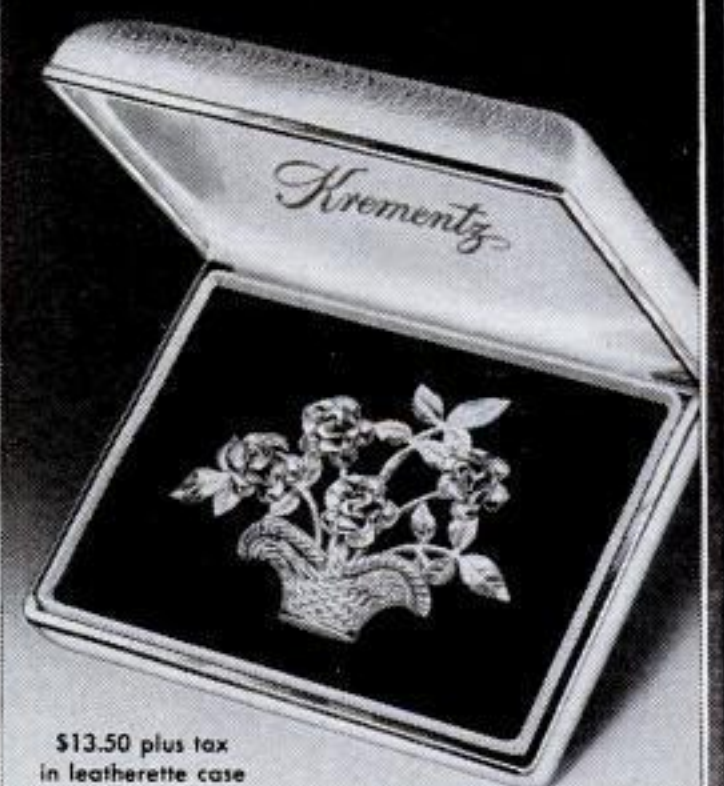
Now—every time you shave with Glider—you give your face the benefit of this wonderful substance... and you finish your shave looking and feeling remarkably fit!

TRY A TUBE AT OUR EXPENSE

You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just write The J. B. Williams Company, Dept. LG-4, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Charles S. Campbell
PRESIDENT

*Roses for Mother
on Her Day*



\$13.50 plus tax
in leatherette case

A basket of dainty pink roses and cool green leaves. Beautifully made with an overlay of 14 Kt. gold for lasting enjoyment.

Krementz
FINE QUALITY JEWELRY
since 1866

FOR LADIES: Flexible and Bangle Bracelets
Necklaces • Brooches
FOR MEN: Evening Jewelry • Cuff Links
Tie Holders • Belt Buckles
Wherever fine jewelry is sold



Designed from
the Woman's Angle

NOT WAY AT THE BACK...NOT DOWN ON THE FLOOR!

Crosley's Extra Space is in the Door!

It's true! Shelvador* actually doubles your "front-row" space—keeps those hard-to-find items in finger-tip reach—right in the door! And look—there's a ButterSafe which you've always wanted—and a full-width freezer—and lift-out shelves—and a huge meatholder—and two transparent "crispers." Plus the thrifty Electrosaver Unit, backed by a 5-year Warranty! You'll be using your new refrigerator for many years—so be sure you get the one that gives you all the modern features! We predict once you've seen and priced the new 1950 Shelvadors you'll never be satisfied with any other refrigerator! Compare them all...you'll choose Crosley!

Crosley—Better Products for Happier Living

CROSLEY DIVISION
Cincinnati 25, Ohio



SHELVADOR* REFRIGERATORS • FREEZERS • ELECTRIC RANGES • STEEL
KITCHEN CABINETS • SINKS • GARBAGE DISPOSERS • ELECTRIC WATER HEATERS • RADIOS • TELEVISION

**TWICE AS MUCH FOOD
WHERE YOU WANT IT
IN FRONT...
IN SIGHT...
IN REACH!**

*Only
CROSLEY
Gives You the
SHELVADOR*

ADDS TO THE FUN FOR ALL!

"fresh up" with Seven-Up!

BE A "FRESH UP" FAMILY!

What a perfect way to spend a warm afternoon! The children enjoy the swing and the slide while Mom and Dad beam over their brood. And with sparkling 7-Up, chilled and inviting, it's an *extra happy* family occasion. Crystal-clear 7-Up, the *all-family* drink, has a "fresh up" goodness that adds a lot to family fun. It's so pure . . . so good . . . so completely wholesome, even toddling youngsters can "fresh up" with as much 7-Up as they want and just as often as they want. They just know 7-Up *likes them!* Be a "fresh up" family. Keep 7-Up chilled in your refrigerator. And enjoy this crystal-clear, *all-family* beverage as you work and play together. Buy a case of 7-Up today wherever you see those bright 7-Up signs.



You like it... it likes you!



BUY A CASE TODAY!



THE GIRL (Virginia Cherrill) has recovered her sight through an operation. She gives a flower to the unsightly tramp on the street and realizes from the feel of his hand that he is the supposedly wealthy benefactor who befriended her in the days of her blindness and got her the money to pay for the operation.



THE TRAMP, his face lit up with a forlorn smile, says yes, he is her benefactor; and hopes against hope that she will find him as attractive in reality as she did in her dreams when she was blind. With this agonizing close-up, which James Agee has described as "the highest moment in movies," the film ends.

It's the waving lotion that makes all the difference in home permanents

For a lovelier wave in every way, use Richard Hudnut for your next home permanent. Its gentler, more penetrating creme waving lotion is faster acting, yet actually leaves hair springier, stronger...less apt to break,* than most other home permanent wave lotions. No frizzy ends, more *natural* sheen, more natural-looking curls. Use with any plastic curlers you prefer!



Kit \$2.75
Refills \$2.00 and \$1.50
(PRICES PLUS TAX)

From the Fifth Avenue Salon

Richard  Hudnut

NEW IMPROVED

Home Permanent



with the waving lotion that leaves your hair
springier and stronger...less apt to break

*Tests made by a leading nationally known independent research laboratory. Name on request.

Listen to Walter Winchell, ABC Network, Sunday Nights

I Wear False Teeth
 yet my mouth feels
 fresh, clean and cool
No "DENTURE BREATH" for me*



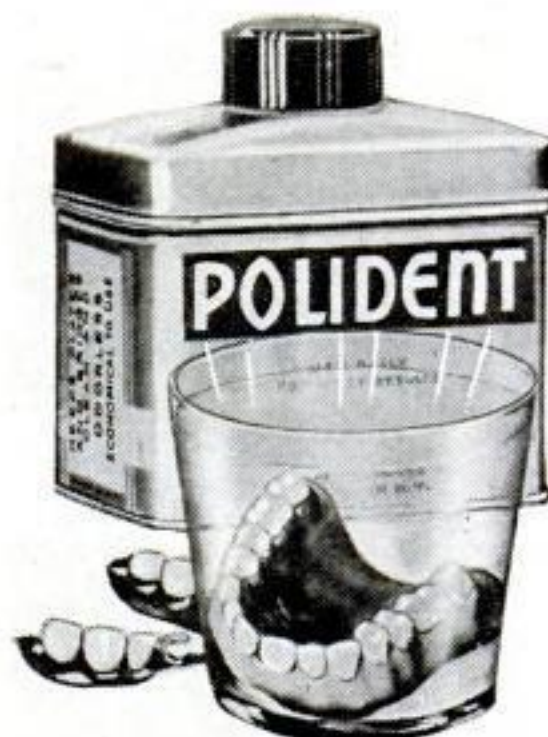
*"Every day I soak my plates in a solution of Polident and water. My mouth feels clean and cool all the time . . . and no Denture Breath."

Mr. A. G. R., New Milford, Pa.

YOU know what Mr. R means—don't you! It's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Soak your plates in Polident every day. It's so easy and quick. And Polident soaks into every corner and crevice—places brushing never seems to reach.

Remember—those dental plates of yours need the special care of a special denture cleanser. Don't brush them. Soak them in Polident (for only about a cent a day) to keep them sparkling with the original natural look—and free from Denture Breath! So get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



It's so hard to eat with loose plates!



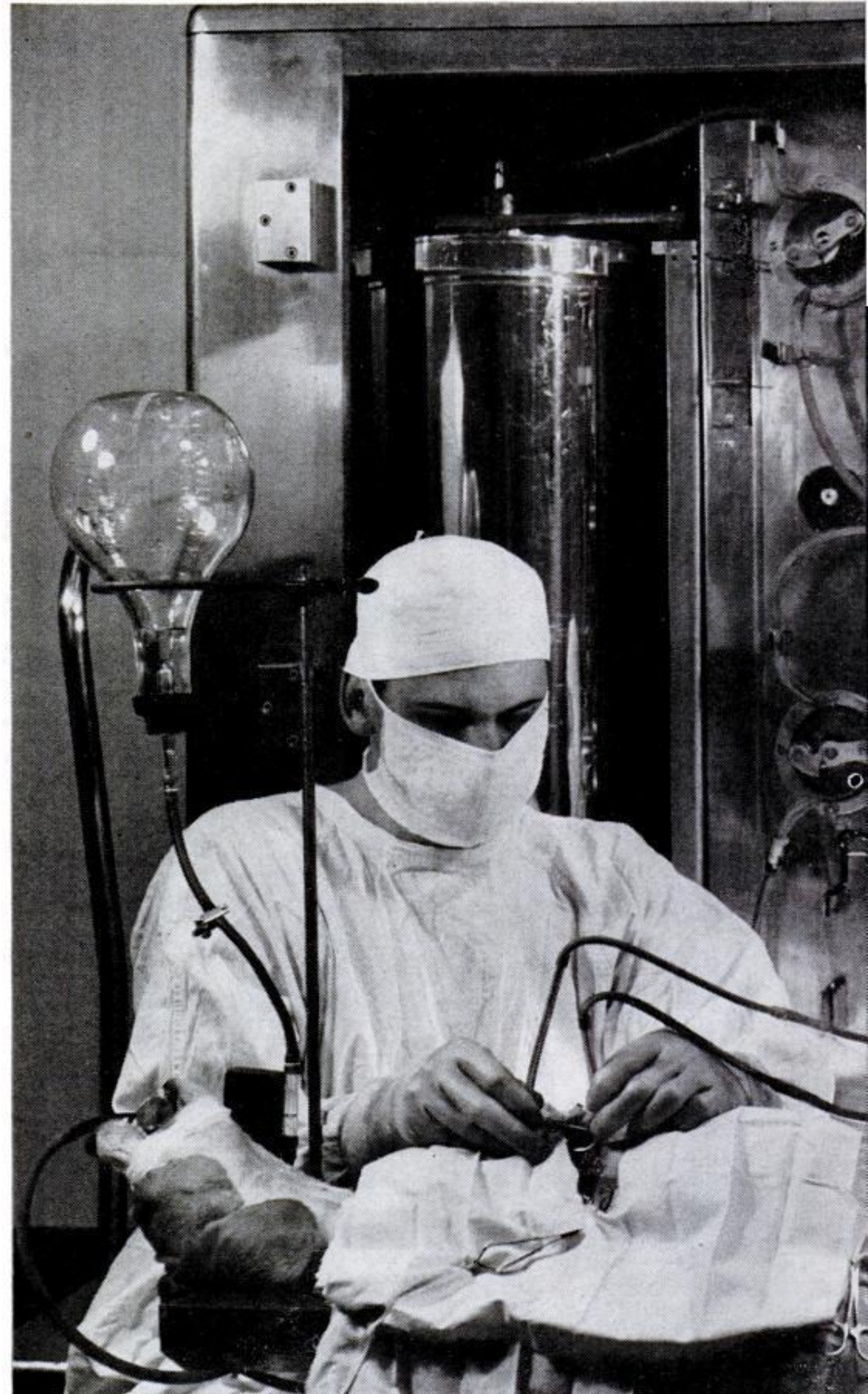
What a difference! I eat everything now!

Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

MEDICINE



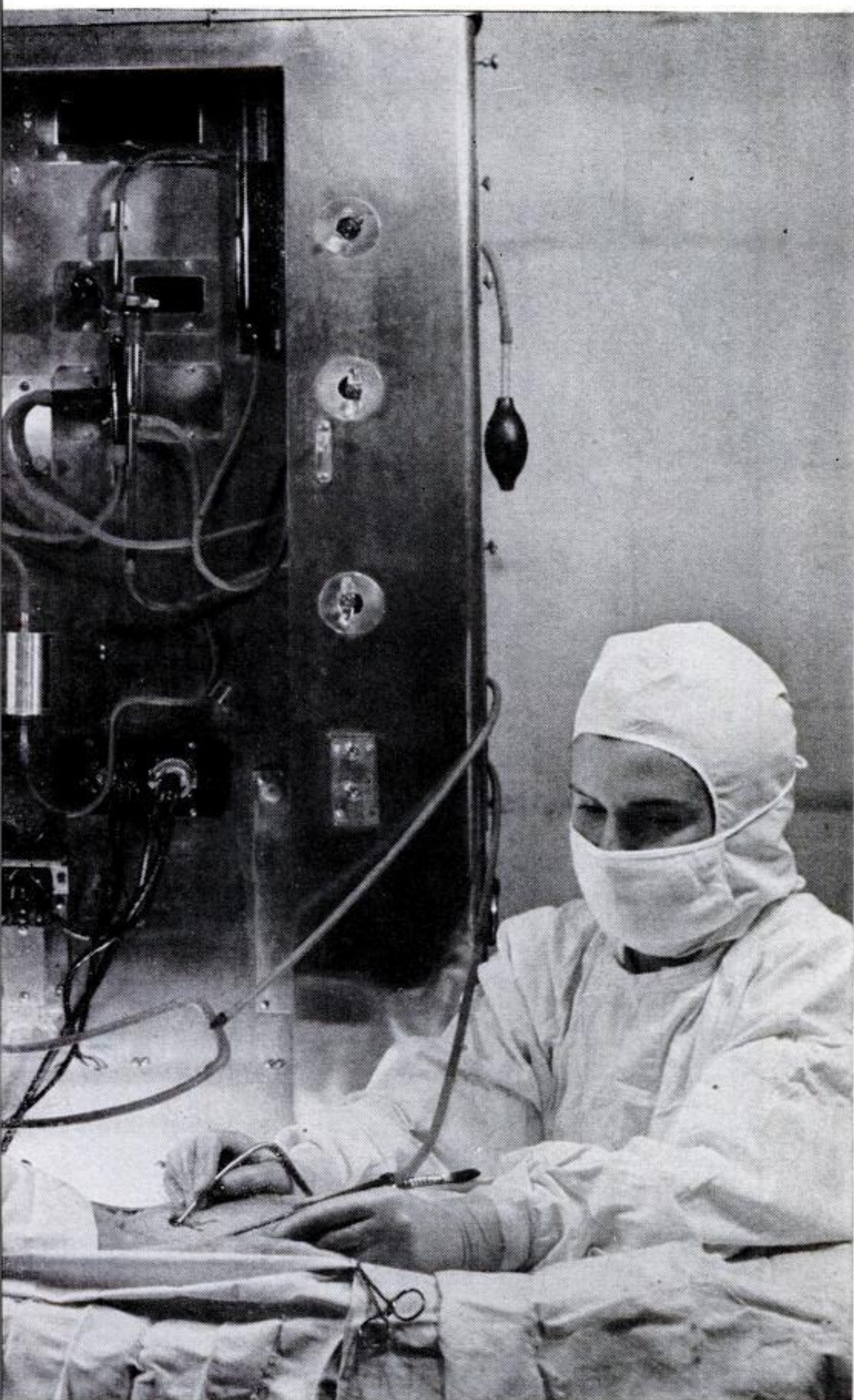
HEART APPARATUS is tall case whose shiny cylindrical "lung" (left) and two circular pumps (center) are shown also in diagram below. Here surgeon

ARTIFICIAL HEART

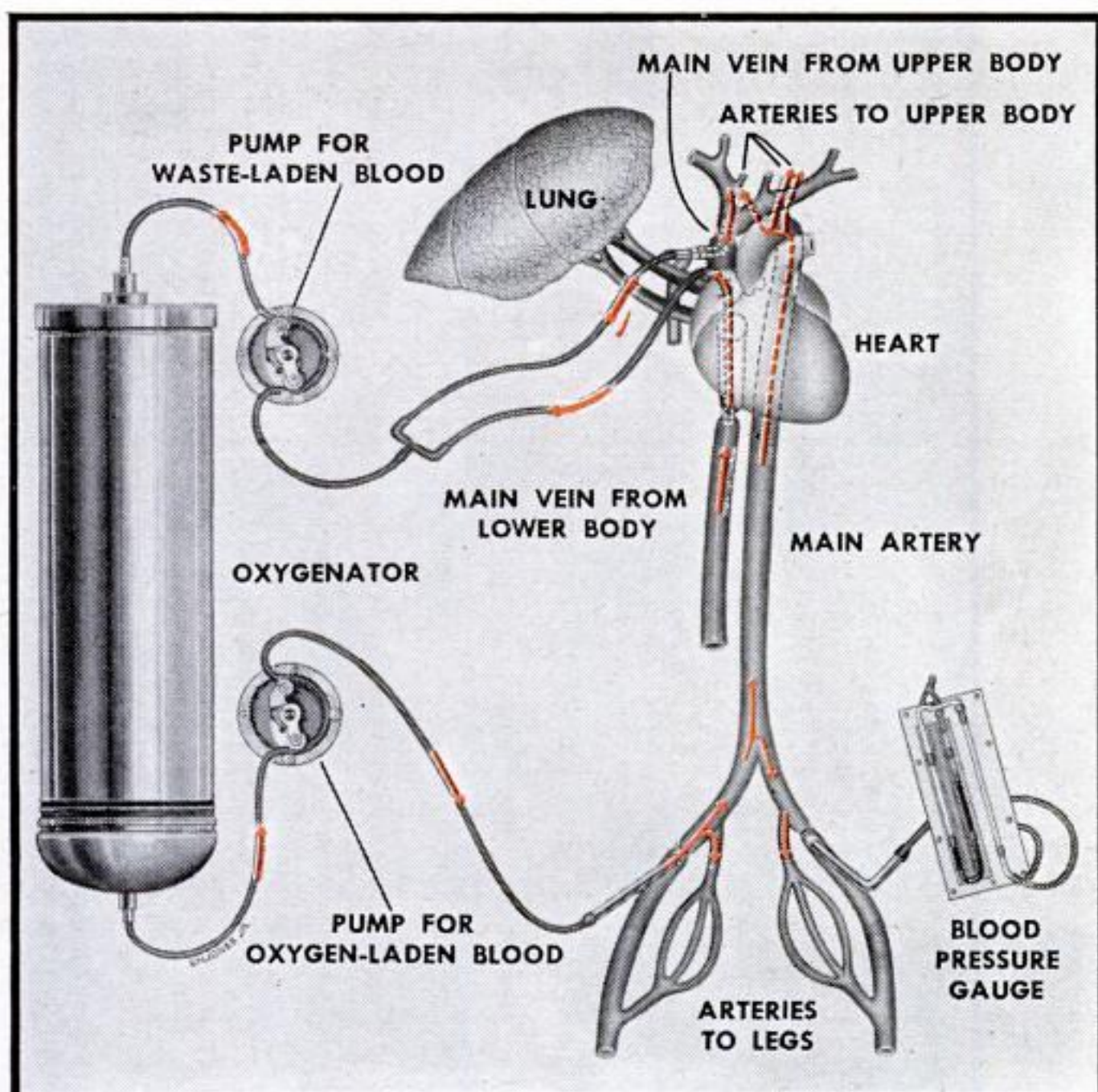
Mechanical device substitutes for living organ

The most important unexplored frontier of modern surgery is that powerful yet delicate muscle, the human heart. Surgeons have excised lungs, spliced nerves, even probed the brain; but the danger of death from circulatory failure is so great that only rarely is the inner heart exposed. In the near future, however, surgeons may be able to do this routinely with the aid of the world's first mechanical heart and lungs. This robot, a gleaming, stainless steel cabinet as big as a piano (above), will soon be tested on humans. It already has successfully substituted for the living heart and lungs of nine dogs for as long as 46 minutes.

Dr. John Gibbon Jr. of Philadelphia's Jefferson Medical College has worked 15 years to perfect the machine's three key parts (right): a venous pump which draws blood from the body before it reaches the heart; a revolving cylinder which substitutes for the lungs by supplying the blood with oxygen; and an arterial pump which returns blood to the body. These artificial organs can handle almost a quart of blood each minute—enough to maintain life in dogs and infants. Its potential capacity is over five quarts, sufficient for adults. If its trials on humans succeed, it will be ready for two invaluable tasks. In surgery it will permit doctors to expose and repair damage inside a virtually quiet, bloodless heart. In clinical treatment it will pinch-hit for the exhausted hearts of many cardiac patients, giving them a chance to recover.



holds metal-tipped tubes in main veins near heart of anesthetized dog. Blood flows through tubes into artificial heart, back into body through groin artery.



MACHINE BY-PASSES HEART when rotating pumps drain blood from main veins near heart, shunt it to drumlike "lung" and force it back into body. Arrows show direction of blood flow. Broken lines indicate vessels behind heart.

CONTINUED ON NEXT PAGE



LOOK FOR THIS
SIGN OF DEPENDABLE
RADIO SERVICE

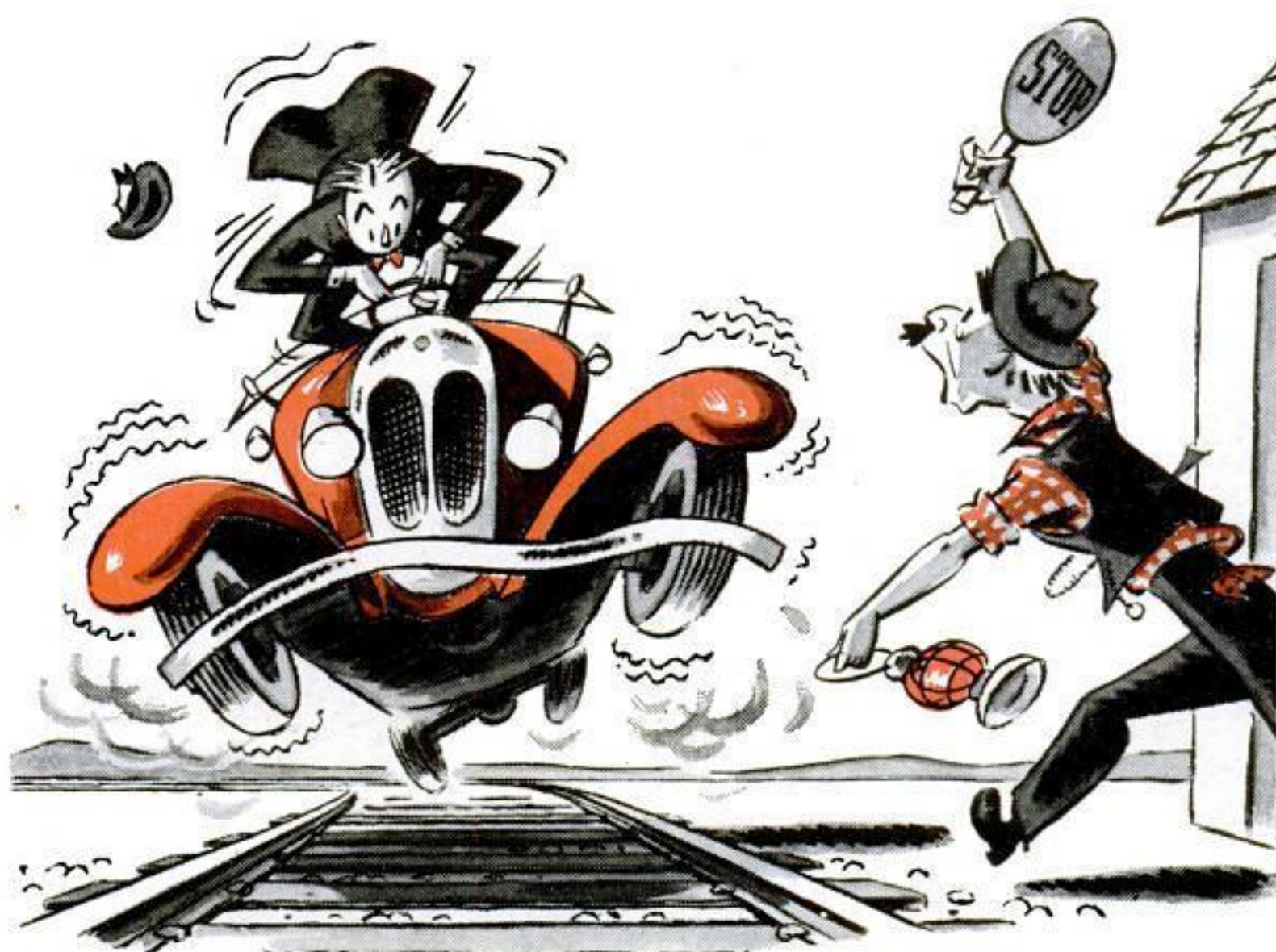
Don't call the exterminator if your radio squeaks like so many mice. Contact the radio expert who displays the Sylvania sign! He'll put your set in shape in no time. With super-sensitive Sylvania test equipment he tracks down trouble spots quickly and accurately. With those high-quality Sylvania radio tubes (world's finest) he restores the sparkling, true-to-life tone you want. Remember, for the best radio repairs at the fairest prices, stop at the Sylvania sign of dependable service.

SYLVANIA TELEVISION PICTURE TUBES ARE GUARANTEED FOR ONE YEAR

SYLVANIA

RADIO AND TELEVISION PICTURE TUBES

PRODUCTS OF SYLVANIA ELECTRIC PRODUCTS INC.



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

Marfak is extra tough and stretchy—specially compounded to cling to bearings and vital wear points. That's why *Marfak* protects the chassis—not for a few hundred miles but for 1,000 miles and *more!* Enjoy that swell "cushiony" driving ease that *lasts*. Applied by chart, never by chance. Get *Marfak* lubrication today at your Texaco Dealer, the best friend your car ever had.

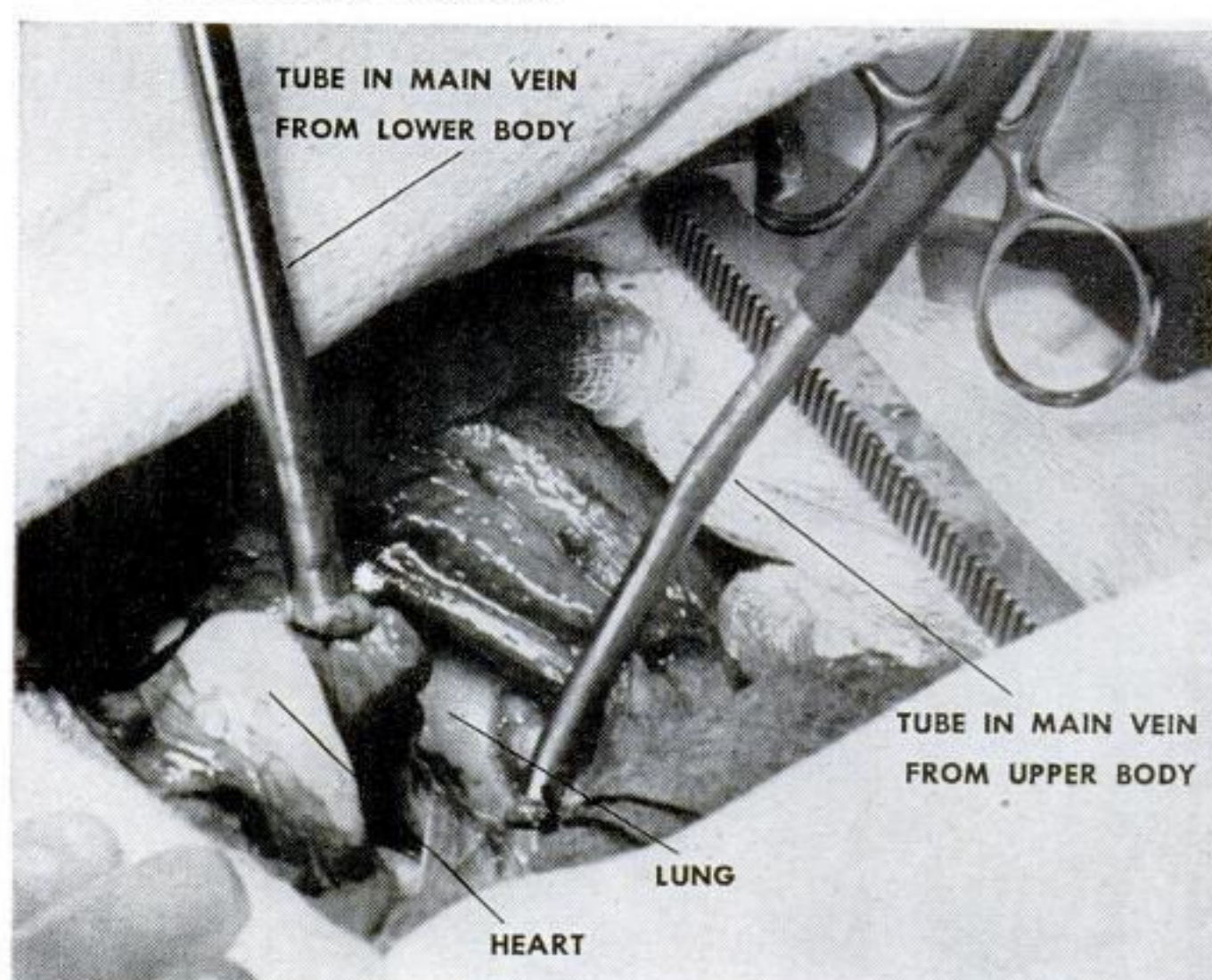


THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

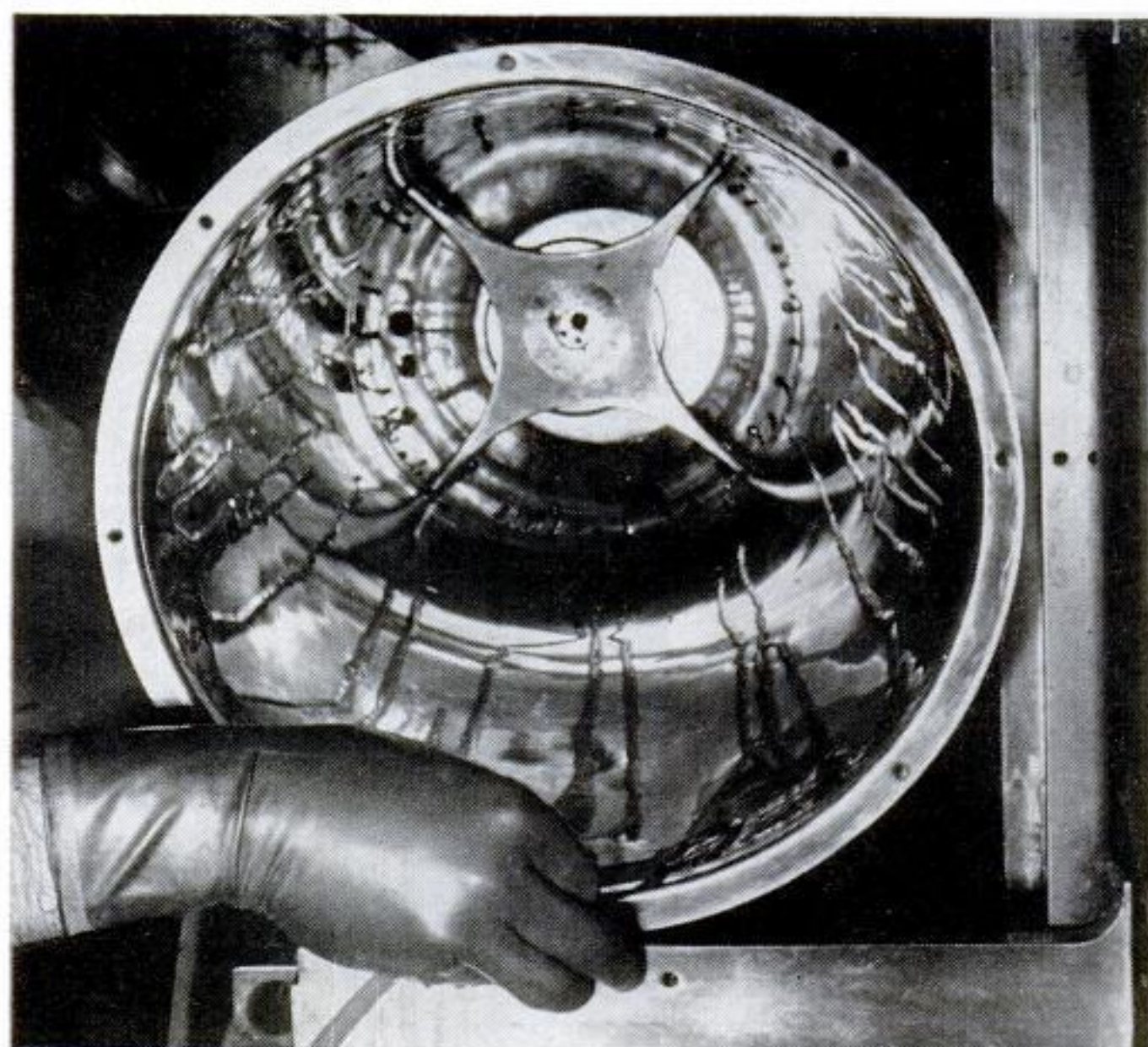
Texaco Products are also distributed in Canada and in Latin America

TUNE IN . . . TEXACO STAR THEATER starring MILTON BERLE on television every Tuesday night. See newspaper for time and station.

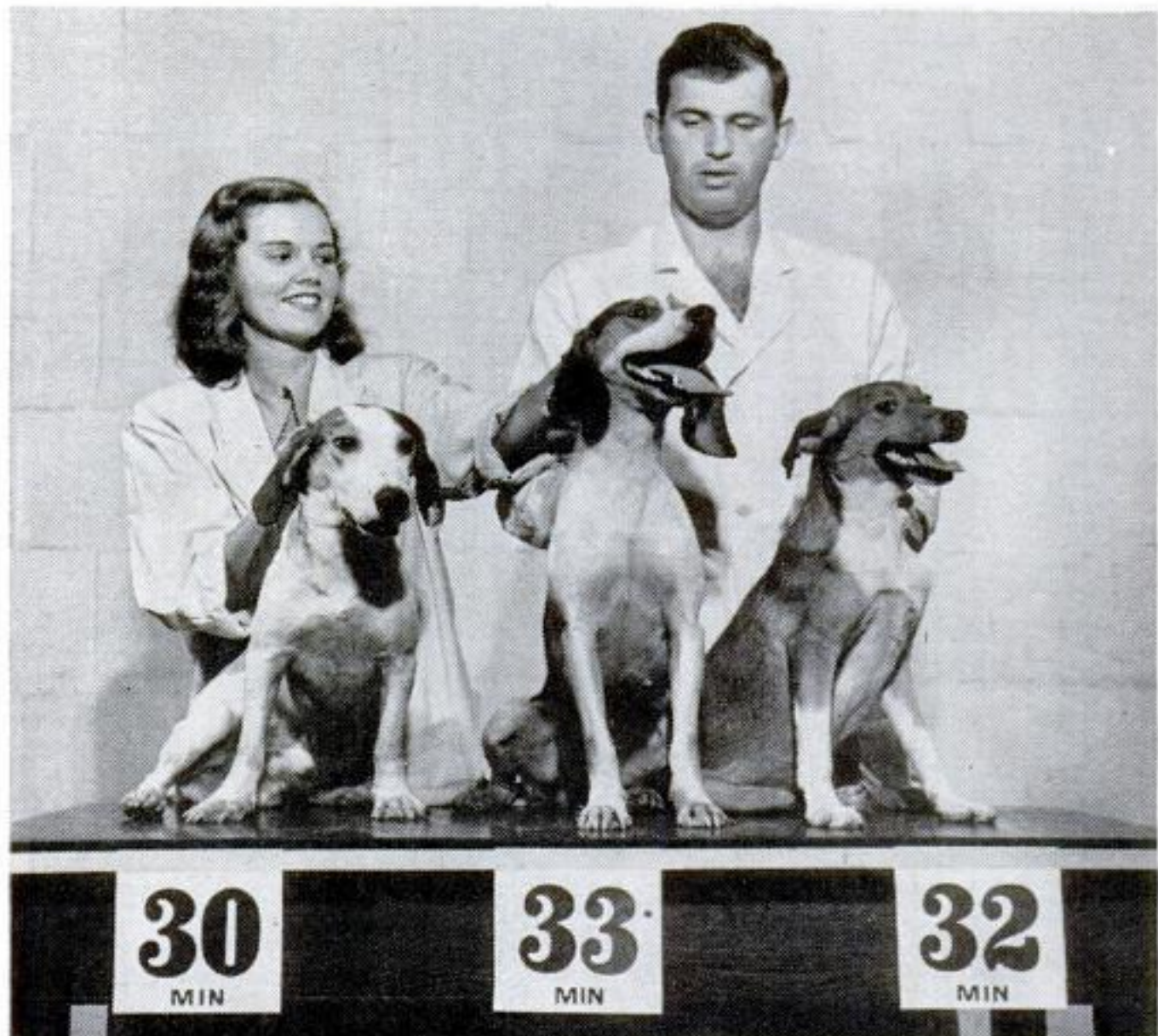
Artificial Heart CONTINUED



TUBES ARE INSERTED into the dog's two main veins, shunting blood away from the heart and into the machine. When experiment is over and tubes are removed, heart resumes normal beating as soon as blood flows through it.



MECHANICAL LUNG, its interior exposed, is revolving cylinder built by International Business Machines Corp. As blood whirls around drum's inner surface, it gives off carbon dioxide, picks up oxygen gushing up hole at base.



CANINE PATIENTS line up with Dr. John Flick Jr., Gibbon's chief assistant, and a lab technician. The animals have fully recovered from operations during which their hearts were isolated for 30, 33 and 32 minutes respectively.



BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON

CLARIDES RESTAURANT



There's a bit of London

... in the brilliant, sophisticated air of Yardley "Bond Street" Perfume. Use it for your delight, and for the pleasure of those about you. Make it your own, an accessory to your loveliness, when you're preparing to greet your husband in the evening, or when you're out for a social whirl. And for lifting your spirits the day long, use "Bond Street" Toilet Water and Dusting Powder freely — they're lighter versions of the same artful fragrance.

YARDLEY

Creators of Lotus, Fragrance and April Violets Perfumes, known the world over.

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



"Bond Street" Perfume
\$2.50 to \$15, plus tax
"Bond Street" Toilet Water
\$1.65 and \$2.75, plus tax
"Bond Street" Dusting Powder
\$1.65, plus tax



"Proctor's the gift
that says it better!"

says **TERESA WRIGHT**
Starring in "THE MEN"
A Stanley Kramer Production
Released thru United Artists

Best wishes on your wedding day



Happy birthday



Love to mother on her day



Happy anniversary

Whether as a truly thoughtful gift for any occasion or to grace your own table, choose the Proctor Custom Toaster. Proctor is equipped with *exclusive* "Color Guard"—a toast control so accurate it knows whether bread is dry, moist, thick or thin and automatically adjusts the toasting time for each, always providing the color toast you prefer without ever changing the setting. Proctor even reheats toast automatically without burning. No other toaster offers such *extra* performance and *extra* convenience. That is why the Proctor Toaster is the choice of Hollywood stars.

At the best stores everywhere . . . Price, \$22.50*

Special for budgeters. Proctor Standard Toaster.
Sold a year ago for \$18.95 . . . Now Only \$13.95*

*Fed. Tax Incl.

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PA.

Beautiful new carton adds charm to
Proctor Custom Toaster. Makes
your gift more distinctive.



PROCTOR®



IN LONDON, QUEEN ELIZABETH AND PRINCESS MARGARET ADMIRE QUEEN MOTHER'S RUG, WHICH HAS ONE MILLION STITCHES, 448 DIFFERENT COLOR SHADINGS

QUEEN MARY'S RUG

Colorful piece of royal needlework
tours North America to get dollars

For more than eight years, working as much as seven hours a day, the talented fingers of Queen Mary of England stitched away at her major needlepoint opus: a 6x10-foot rug, made up of 12 colorful flower-and-bird panels. This winter the rug was finished and shown to some 100,000 impressed Britishers, including members of the royal family (above), then sent off to America for a royal tour of U.S. and Canadian museums.

As the rug went from city to city, prospective

purchasers were invited to bid on it, for Queen Mary's patriotic purpose was to sell it and give the money to the British exchequer to help alleviate the dollar shortage. She stipulated, however, that it would have to be bought for a public institution. Ordinarily a needlepoint rug of this size and fine quality would bring about \$3,000. The royal rug, signed by Queen Mary, is expected to bring much more. In 1948 six needlework chair seats done by the queen sold for \$10,000.

Be Sensational with Strawberries!

It's easy, quick and "fail-proof" with delicious Reddi-wip and Pillsbury Pie Crust Mix

You'll discover a new magic that no man can resist the very first time you serve strawberries and Reddi-wip. Each is sensational! Together they never fail to bring the kind of compliments that thrill every woman's heart.

It's effortless! Luscious strawberries. Presto! They're covered with delicious Reddi-wip at just the touch of your finger. Swirls of rich, fresh cream, sweetened just right, whipped automatically as you use it. No beating, no bowls to wash, no waste, no failures. And there are dozens of servings in each thrifty Reddi-wip container.

Get Reddi-wip today. Use all during this season of fresh strawberries. You'll bring down the house with your wonderful desserts—save lots of work, besides. The wonderful fresh strawberry pie pictured is a typical example.

Dazzle Your Family With Reddi-wip Strawberry Pie

From 1 quart of strawberries take 1 pint and strain. Add 1 cup sugar mixed with 3 tablespoons cornstarch. Cook over flame in top of double boiler until mixture is thick. Then place over water and cook 15 minutes. Cool and add to balance of the whole berries, pour into pie shell. Cover each serving with Reddi-wip.



Your grocer has Pillsbury Pie Crust Mix, plenty of fresh strawberries, too. Get them when you buy your Reddi-wip and make this wonderful pie.



Ask for

"Reddi-wip"

FROM YOUR MILKMAN OR GROCER

REDDI-WIP, INC., 3938 Lindell Blvd., St. Louis 8, Mo.

Queen's Rug CONTINUED



ALMOST AS MANY MEN AS WOMEN ADMIRE THE ROYAL RUG IN BRITAIN

WORK IS BIG CROWD PULLER

The size of the crowds that came to see the royal rug in London was partly a tribute to British affection for Queen Mary. Americans, though less led by sentiment, have come in almost as great numbers. Within the first two hours the rug was on display at the Pasadena Art Institute 1,500 people came. The first day at St. Louis' City Art Museum 2,300 came in driving rain. On the last day at Washington's Smithsonian Institution attendance was 9,000. This week the rug was to be in Chicago. By tour's end 24 North American cities will have seen it.



NO-NONSENSE INSPECTION is given by this Briton, one of 25,000 a week who dropped around to look at rug at London's Victoria and Albert Museum.



AFFECTIONATE ABSORPTION marks this British gallery goer's face as she studies the royal needlework before it was shipped off to North America.

Here's a Tip on Tops in Travel



Next time you take a trip by train, make a mental note of how much *more* you get for your ticket money than just transportation.

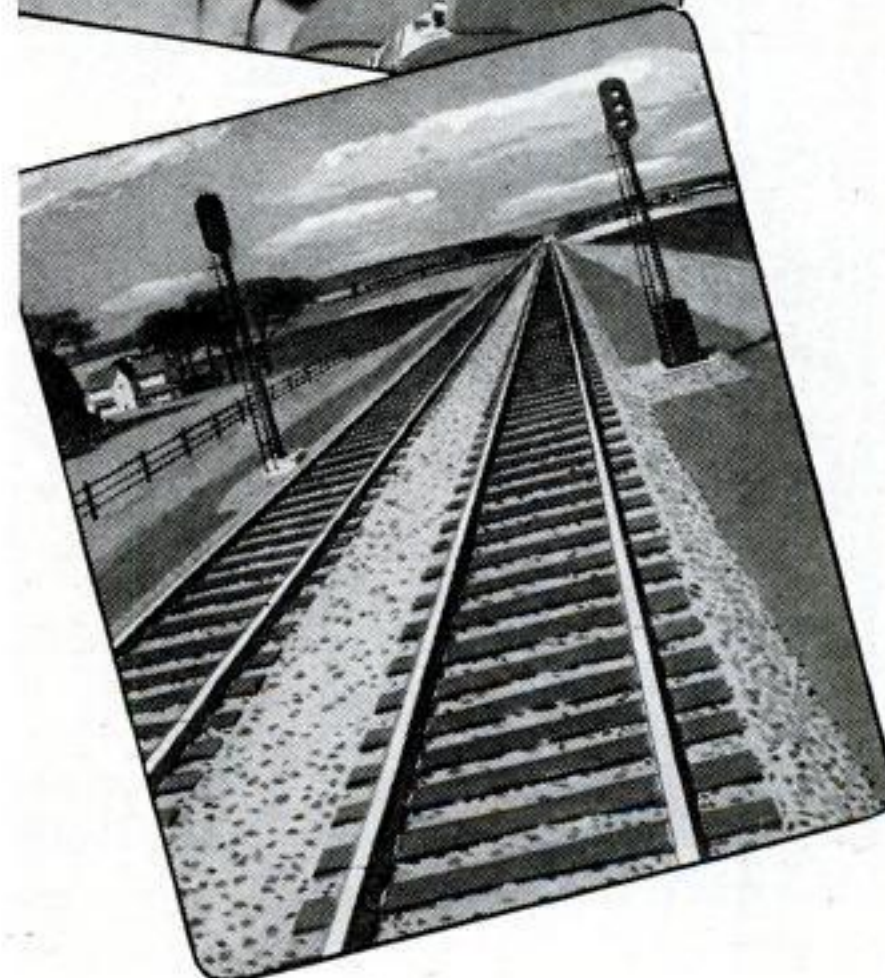
For example, there's all the sit-back-and-relax comfort of wide, roomy seats. And there's plenty of space—room enough to stretch out, to roam about. In a railroad train, you're never "hand-cuffed" to your seat.



And the new equipment which has been put in service—enough for more than 300 streamlined trains—sets new highs for travel pleasure and comfort.



Traveling by rail, you know where you're going and that you'll get there regardless of weather. Trains are seldom affected by fogs and storms.



Then there is the pleasant feeling of security. Just sit back and take it easy in the knowledge that the train is the safest way to travel.

Next time—take the train and you'll see what a lot more you get for your money than just transportation.

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON 6, D. C.





Sacony waistbander:

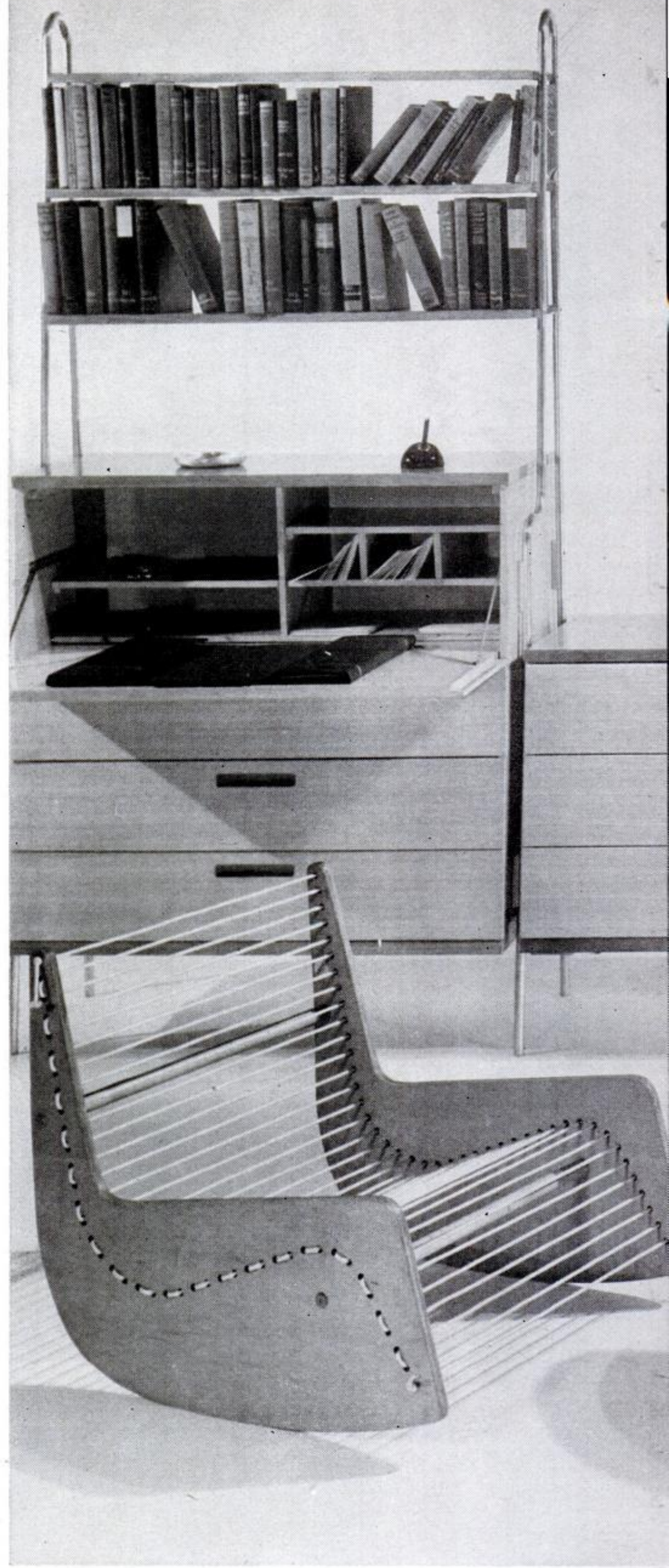
THE DRESS THAT TAKES INCHES OFF YOUR WAIST!



IT'S A WONDERFUL BUY! 12.95

How good can your figure be? Slip into this Sacony and see! See how that elasticized waistband hugs you tight, hits you just right — without alterations.

See how cleverly those ribbon stripes slim you. The fabric is all part of the figure sorcery: cool, soft-flowing Sacony-Ciella acetate rayon, fluid, easy-draping and creaseless — come heat or humidity. It's the best friend your figure ever had! It's a wonderful buy! Misses' sizes. No mail orders, please. Watch your newspaper for local store advertisements. Write for FREE illustrated "Folio of Fashion" to Sacony, Dept. C-9, College Point, N. Y.



HOLDING TWO QUARTER-SCALE ENTRIES, EDGAR KAUFMANN

PRIZE-WINNING FURNITURE

Museum holds a competition
for mass production designs



JR., DIRECTOR OF THE COMPETITION, STANDS AMID THE STORAGE UNITS AND UNCONVENTIONAL CHAIRS, DESCRIBED BELOW, WHICH WON PRIZES

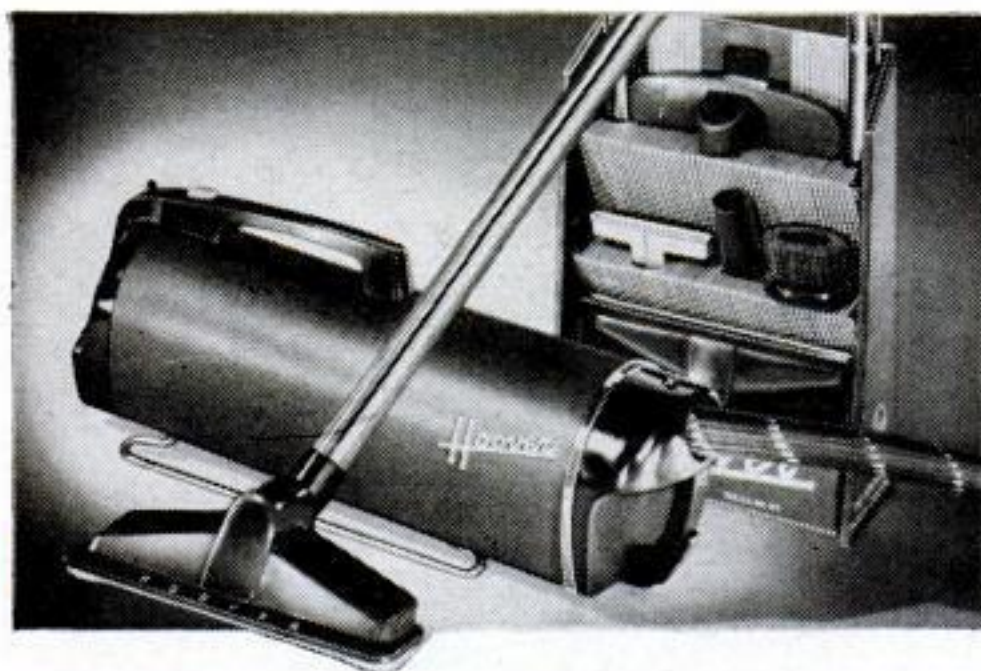
A little over two years ago, New York's Museum of Modern Art announced the biggest international furniture design competition ever held. For new ideas in low-cost modern furniture the Museum and a group of dealers and manufacturers offered \$55,000 in prizes and research grants. An added incentive was that manufacturers would mass-produce the winning designs on a royalty basis. Nineteen months ago the competition ended and furniture makers have since been adapting and developing productionable versions of some of the prize entries. This month winners (*above*) and losers, some of which were remarkably original (*next page*), go on display at the museum.

Practical but highly unconventional, the winners may jar many American tastes, and the competition's over-all results proved somewhat uneven. A \$5,000 prize for the best day bed went begging, since the world supply of new day bed ideas seems exhausted. Sole storage unit prize went to the English team of Clive Latimer and Robin Day of London, whose sleek, adaptable design can be

a three-drawer desk (\$138) with detachable bookcase (\$40 extra) or dresser (\$100) or a chest. Of the 3,000 entries from all over the world, most, and the best in the judges' opinions, were in the seating unit class. Co-winners of the first prize were Georg Leowald of Berlin, who submitted only a drawing, and Don Knorr of San Francisco, whose light, simple chair (\$27.60) is ingeniously made of a single sheet of metal curved to make a hole (*center, foreground*). Second prize was divided by the Charles Eames-UCLA team and Davis J. Pratt of Chicago. Eames submitted a group of chairs, including a \$32.50 molded fiber glass shell with arms (*right, foreground*) and an armless pedestaled shell (*right, background*). Pratt, who designed an occasional chair (*extreme right*), used two sections of inner tube for springs. Third prize went to Alexey Brodovitch of New York for a knock-down chair of wood and cord (*left, foreground*). Manufacturing arrangements for the Leowald, Brodovitch, Pratt and Eames armless chairs are still to be made. In the next few months, the others will appear in some 200 U.S. stores.

THE NEW Hoover®

Aero-dyne



presents a new idea
in suction cleaning...

Why wait? Here's the great new lightweight Hoover AERO-DYNE Cleaner with "controlled suction," bringing new efficiency to tank cleaners. New "Litter-Gitter" nozzle gets deep-down dirt and whisks up surface litter faster. And your hands never touch dirt—exclusive Hoover Dirt Ejector clicks it out for you. THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.

ONLY \$7⁹⁵ DOWN— \$79⁵⁰
Easy monthly terms. Hoovers are sold only by established local merchants. See your classified phone book. Call for a home showing today—there's no obligation.
including all cleaning tools in handy kit. (Prices slightly higher in Canada.)

Prices subject to increase without notice

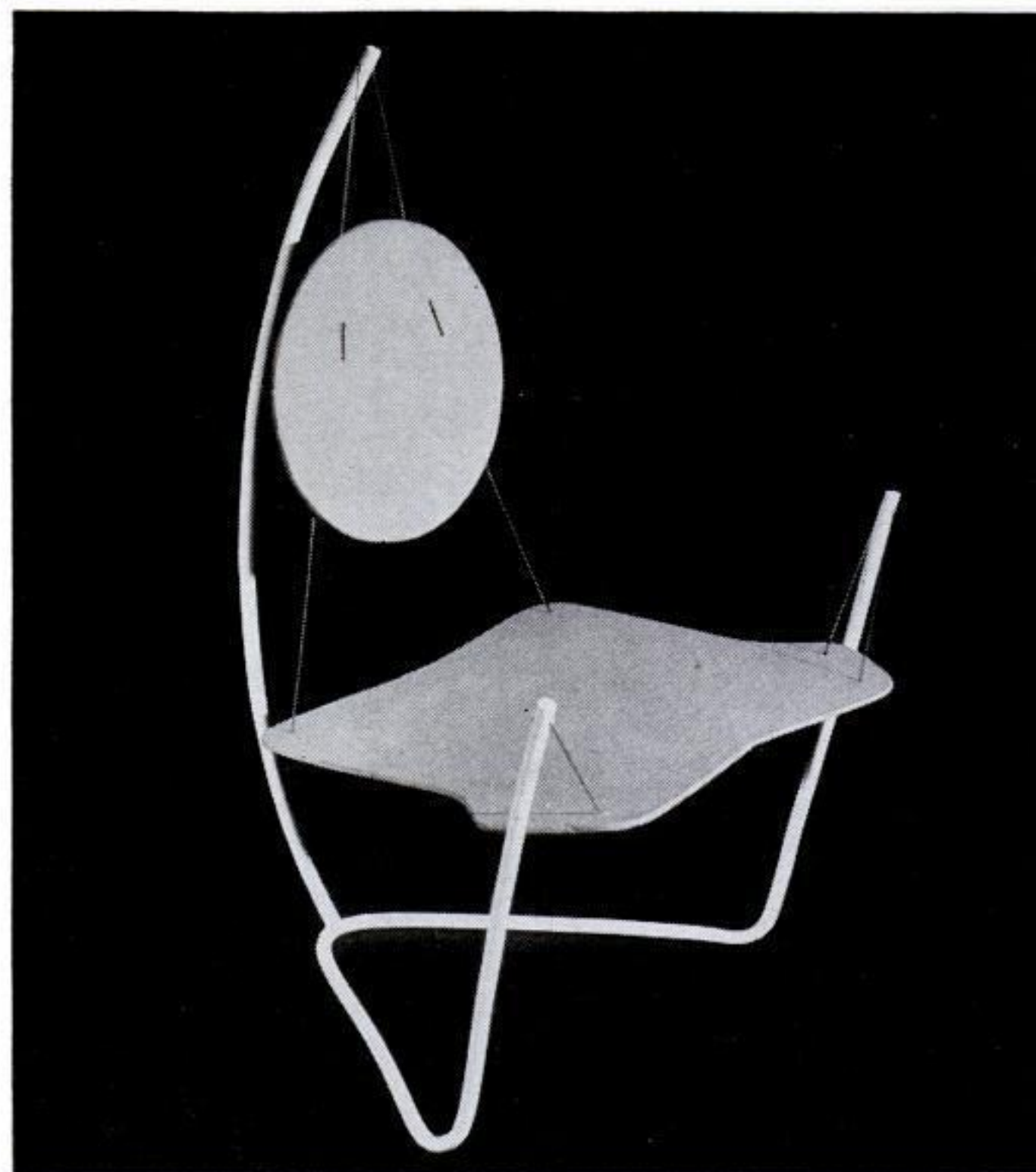
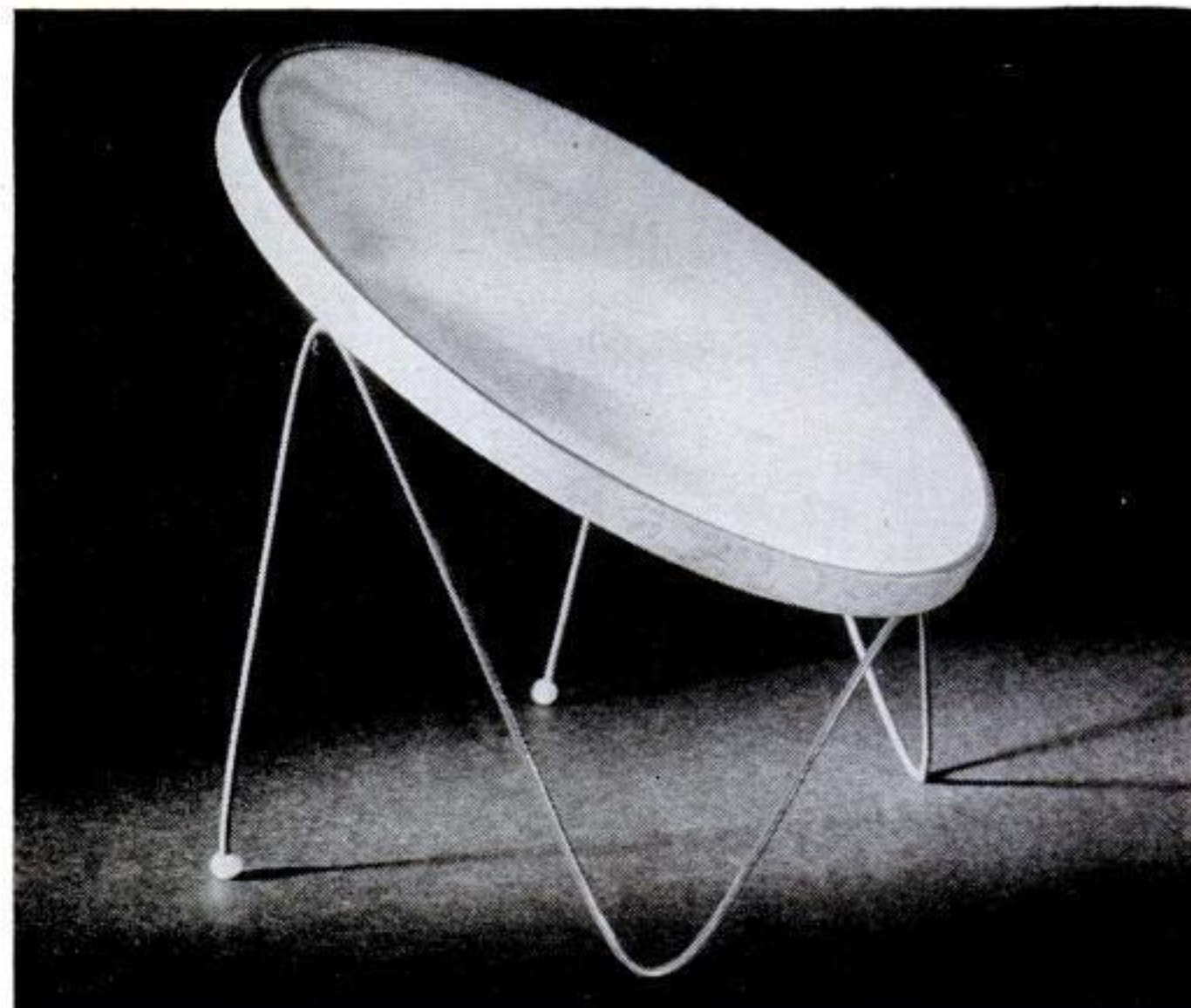


You can see and feel
the power of Hoover's
"controlled suction."

You'll be happier with a Hoover



PRIZE FURNITURE CONTINUED



WEIRD LOSERS submitted in competition included: a plywood hoop (top) holding a rubber sheet which gives under sitter (Severin Jonassen); dragon's-tooth-like design (middle) made of one plywood piece (Richard Filipowski); and chair (bottom) whose back and seat are suspended by nylon cord (Jonassen).



it's spring it's Motorola

PORTABLE TIME

It's spring again! Let's go outdoors—let's go to the park, or down to the beach, or maybe canoeing. And let's take along a new Motorola Portable to play for us wherever we go. Come on—it's spring!

There's a swell idea. The new Motorola Portables are the best-looking, best-sounding little radios you've ever seen or heard. They all play almost *anywhere*—outdoors on their own long-life batteries, or indoors on ordinary house current. They're small in size, but mighty big in power, tone and *value* . . . and pull in distant stations clear and sharp. Take a look and a listen at your Motorola dealer's soon.

◀ **NEW "JEWEL BOX"** . . . a set you'll be proud to own. It's light, and it's tiny—but it sounds like your living room radio console. A built-in antenna in the lid helps bring in distant stations clear and sharp. And talk about beauty . . . its handsome jade-green and ebony plastic case will be "at home" in any room of your house. Plays outdoors on batteries and indoors on house current. Low priced, too.

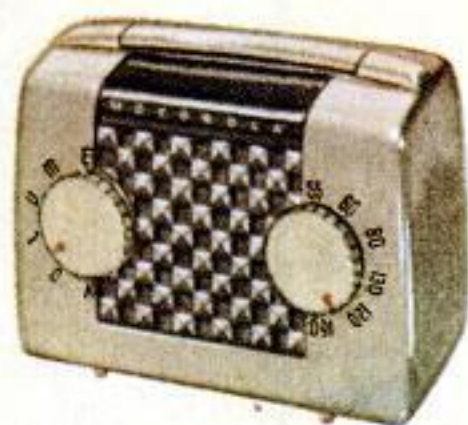
MODEL 5J1
\$29⁹⁵
less batteries

NEW 1950 Motorola Portables

Gift of fun for everyone!

Who wouldn't be happy with a new Motorola portable! Whether 16 or 60 . . . it's a gift as welcome as spring itself. In their own smart gift packages, they're a happy thought for birthdays, anniversaries, weddings, graduations . . . just ANY special gift occasion. See them now.

MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 51, ILL.
prices slightly higher in south and west—
prices subject to change without notice.



"MUSIC BOX" . . . This one belongs at the top of any "best buy" list. Because, while it carries a low price tag, all the essentials of a *good* portable are here. Lots of power—wonderful tone—all in a sturdy, handsome case of brown and tan plastic. AC/DC or battery operation. See this one before you buy!

MODEL 5L1
\$24⁹⁵
less batteries



"PLAYMATE JR." . . . A favorite year after year, the Motorola "Playmate Jr." is now all new and *better than ever!* It's only a little bigger than your hand, but wait till you hear it play! Antenna is built into lid. The light-weight steel case is as rugged as it is good-looking. AC/DC or battery operation.

MODEL 5M1
\$34⁹⁵
less batteries



"TOWN AND COUNTRY" . . . Here's the portable that sounds like a million—even where others fail to play at all! It's a slim, trim beauty with an easy-to-read "sweep station" dial. It's built to give standout performance. AC/DC or battery operation. If you want the best you can buy—this is *your* radio.

MODEL 6L1
\$39⁹⁵
less batteries

William Bendix, living "*The Life of Riley*"
in his San Fernando Valley home, with Pabst Blue
Ribbon—finest beer served . . . anywhere!



YOU HEAR IT EVERYWHERE...

**"finest beer served
...anywhere!"**

Your Taste will tell you why!



Internationally
Famous

Pabst
Blue Ribbon

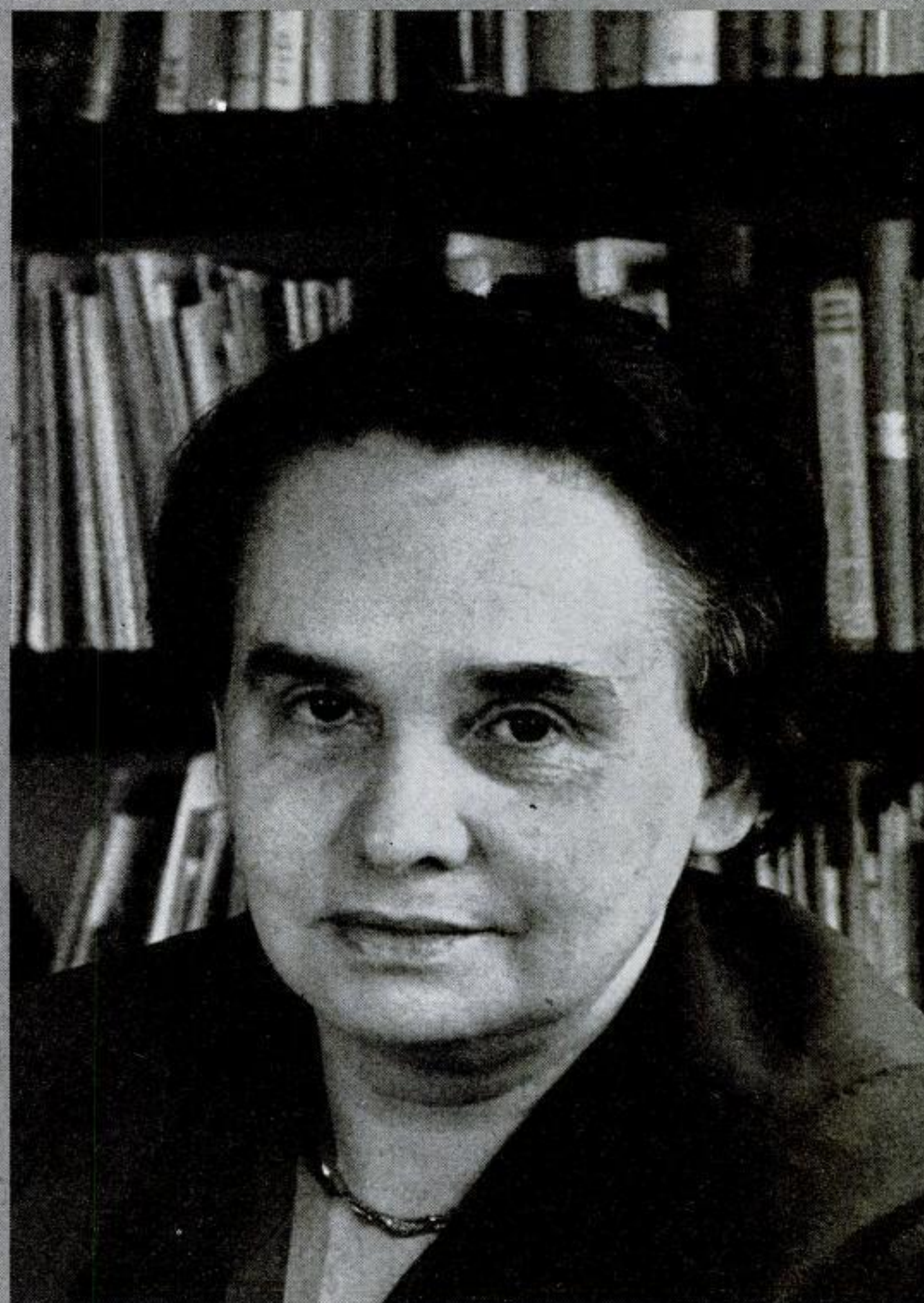
TUNE IN "THE LIFE OF RILEY" starring WILLIAM BENDIX, every Friday night, NBC Network

Copyright 1950, Pabst Brewing Company, Milwaukee, Wisconsin

AS MOSCOW COVER GIRL (1924)



AS NEW YORK AUTHOR (1950)



METAMORPHOSIS OF RUTH FISCHER is shown in these two portraits. In one she is cover girl of Soviet magazine *Projector* (30 kopecks, 15¢). That was in 1924 when she was German delegate to Fifth World Congress of Comintern. In the other she is Ruth Fischer today—lecturer, author of *Stalin and German Communism*, now

at work on *Stalin and Europe*, history of Comintern struggle that she describes on these pages. Sister of the famous Eislers (brother Hanns is a Communist composer; brother Gerhart was the "No. 1 Communist in the U.S." who fled country), she is as firmly anti-Stalinist as ever. As to her politics, she considers herself a "social democrat."

CONSPIRACY INSIDE COMMUNISM

ONETIME PARTY FAVORITE EXPLAINS THAT TITOISM WAS AND IS AN INTERNATIONAL REVOLT AGAINST STALIN

by RUTH FISCHER

LAST week George Kennan, the State Department's most learned student of the ways of Communism, made this statement: "The full significance of Tito and Titoism has not yet been grasped by the American people. His defection ranks among the greatest reverses the Soviet leaders have ever suffered. The maintenance of the moral and disciplinary authority of Communists outside the immediate shadow of the Red army rested on a sort of bluff which Tito has now called. He has started something which may have in it the seeds of the disintegration of the Kremlin's authority even within the Communist orbit."

These words sum up a complex truth. Upon our full grasp of its meaning depends, in large measure, the West's hold on its own future.

We have all had brief glimpses of the truth. For through all these murky postwar days, the West has witnessed a strange series of events within the Soviet world. The headlines have proclaimed: Communist Tito becomes a fierce rebel against Moscow; Greek guerrilla leader

General Markos, after years of stubborn fighting for Russia against the West, has disappeared; bloody purges churn Bulgaria and Hungary, and great Red leaders Traicho Kostov and Laszlo Rajk are killed as American spies. And in the Kremlin itself there have been the mysterious deaths—or disappearances—of Andrei Zhdanov, Georgi Dimitrov, Nikolai Voznesensky—giants of Communism who seemed above assault or betrayal.

Inevitably, the West has wondered, what kind of paradox is this? At the very time when Soviet Communism grabs and feeds upon one third of the globe, must it systematically kill off its own conquering leaders? Has sheer bloat produced some sudden, deadly inner ailment?

It seems so. Yet I know—from a lifetime spent close to Communism—that this division in the Soviet world is no more new than it is superficial. The first thing to know about that sickness is not how deep-set it is but how old.

I remember with special vividness a November day in Moscow in 1922. I was a delegate

from Germany to the Fourth World Congress of the Comintern. I recall the faces of some—Georgi Dimitrov of Bulgaria and his smoldering eyes; Trotsky with his tiny, pointed beard; the open smile of Nikolai Bukharin. We all listened—rapt and thirsting for the future—to the last speech before an international Communist forum of our leader, Vladimir Ilyitch Lenin. Sick and pale, he had to be helped to the platform, but his strong words were what shocked us young Communists. For Lenin warned that the Comintern must *avoid* imposing the Russian pattern on other peoples. Our methods of working, he said, were too Russian: "I have the impression that we have made a big mistake . . . that we ourselves have blocked the road to future success."

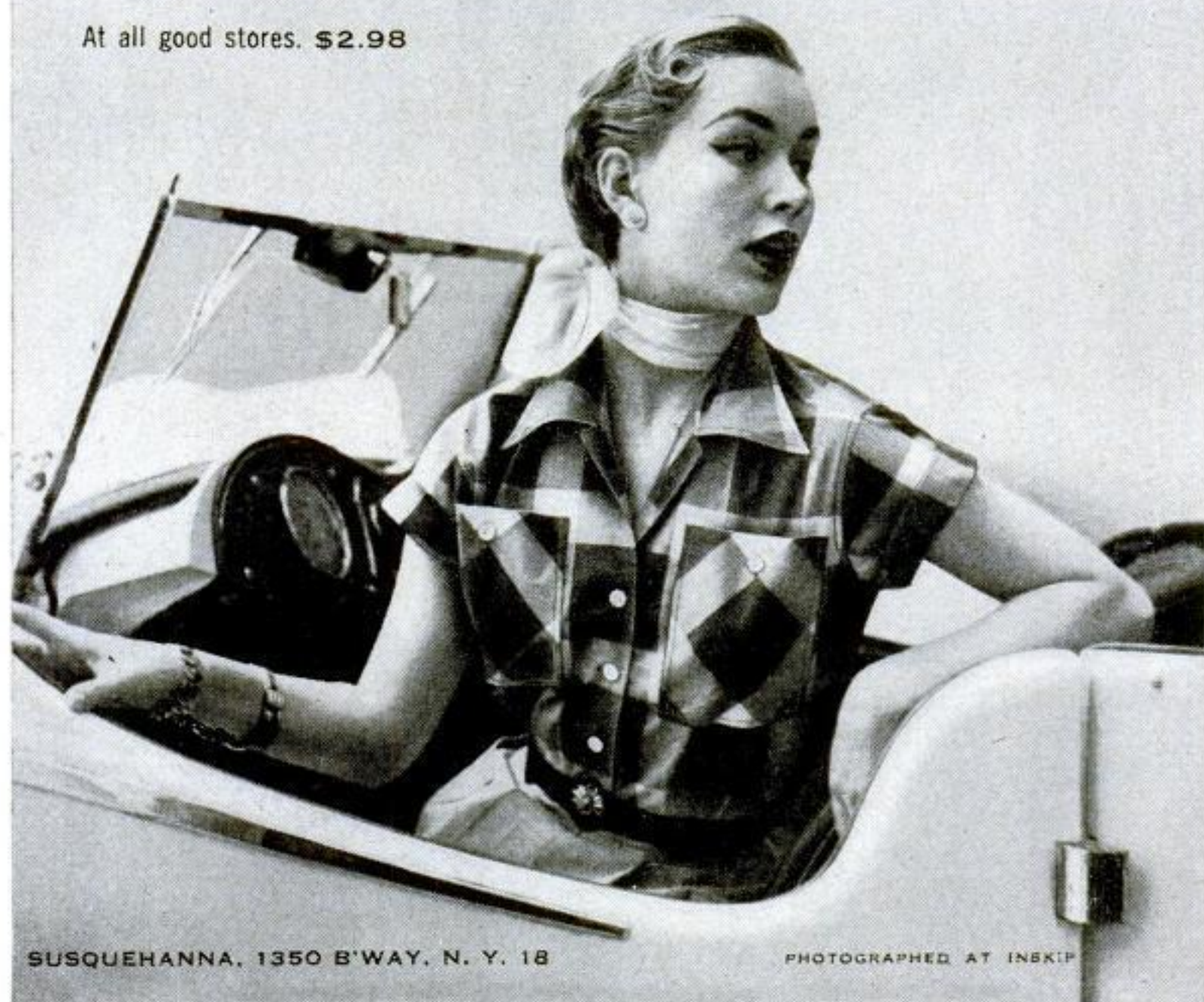
Today the simple sanity of Lenin's words seems obvious. It did not seem so in 1922. Tough Moscow leadership seemed imperative to give unity to a movement of reckless range—from the naive youth to the hardened GPU agent, from the Bohemians of Greenwich Village to

Casual companion for
summer sundries. Bright
bold blocks...a duo of
deep pockets...action back
pleats, convertible collar.
Fine combed gingham,
Sanforized, colorfast.
At all good stores. \$2.98

ever lovely...

ever washable

SHIP 'N SHORE®
blouses



SUSQUEHANNA, 1350 B'WAY, N. Y. 18

PHOTOGRAPHED AT INSKIP

ALBA
Nylons



Women Who Know... choose Alba
Miss Betty Bridgers
Famous Fashion Model

Multi-Twist, a clever
new way of twisting the nylon
thread, insures longer life for your
Alba stockings. Fashioned in nine
fitted lengths for a perfect hug-fit,
you will find them, as always,
delightfully sheer and beautiful.
51 gauge, 15 denier. Price \$1.50

Alba's slender snug fitting heel,
straight twist-resist seam

PILOT FULL FASHION MILLS, INC., EMPIRE STATE BLDG., NEW YORK

THESE LEADERS IN CONSPIRACY FAILED



COMMUNIST ELITE who entered conspiracy suffered the consequences. Left to right: Andrei Zhdanov, once a "Stalin heir" and Cominform boss, died of "arteriosclerosis" in 1948. General Vafiades Markos, who led the guerrilla war in Greece, mysteriously disappeared in 1949. Nikolai Voznesensky, another

CONSPIRACY AGAINST MOSCOW CONTINUED

the natives of the Malayan jungles. Now Communists, enjoying history's luxurious gift of hindsight, mourn their obtuseness. The democratic world should rejoice—and understand. For the present conflicts wracking the Soviet world are but the latest, perhaps the climactic, signs of the struggle which has been fought out over a period of 30 years.

Distinct phases of this struggle have, in each decade, been fought in different nations. The first phase reached its climax in Germany, in the years when Adolf Hitler rose to power.

Berlin in 1932 was for international Communists a second Moscow, and the Kremlin called it "the gold of the European working class." Here, in the twilight years of the Weimar Republic, revolutionaries from everywhere came as Red pilgrims. They sought haven. They found only the folly of the German Communist party before the onrush of Hitlerism.

Two figures tower in my memory of those days: Ernst Thälmann and Georgi Dimitrov. Thälmann, leader of the German party, was a roughhewn, superproletarian favorite of Stalin's. Accordingly he had been persuaded to accept the Stalinist thesis that Hitler's militarism was a lesser menace than the West's capitalism. Communists who turned away in disgust from Thälmann's passive acquiescence in Hitlerism's victory meandered to the inconspicuous, second-floor apartment of the Comintern representative, Georgi Dimitrov. Dimitrov was a lonely man, out of Moscow's favor. Because in 1923 he had failed in a *coup d'état* in Bulgaria (stubbornly ordered by Moscow itself), he was in virtual exile in Berlin. As German party leaders shunned him Dimitrov welcomed the unhappy foreign comrades who came to his door. As they ranted against Thälmann and the fascist danger, the big Bulgarian's white face grew whiter still beneath his great shock of black hair. Go to Moscow, he told them. Push your way into the Kremlin and tell them what is going on here. Demand that the line be changed.

But the line never wavered. On Jan. 30, 1933, to the drumbeat of a wild torchlight parade down the Wilhelmstrasse, Hitler came to power, and annihilation faced the German Communist party. Too late, Communist leaders in countries bordering Germany took fright.

This was when there came one of the strangest of all missions to Moscow. It was headed by Klement Gottwald, today president of the Czechoslovak satellite state. Gottwald demanded swift expulsion for those responsible for the German disaster. V. Knorin, Stalin's personal expert on Germany, received the ingenuous rebels. Behind the closed doors of the heavily guarded Comintern building a few blocks away from the Kremlin, arguments raged for hours. Knorin, vainly waving his arms for silence, finally gave up and walked over to a phonograph nearby. Turning the volume of the loudspeakers full up, he let the Red army marching songs blare out over the assembly until at last it surrendered to the mad din. Then, Knorin made his simple, one-sentence announcement:

"Comrades, it is the policy of the *Vozhd* (Stalin) himself that the German Communist party should not fight against the Nazis."

From Gottwald and his comrades came an incredulous gasp, then stunned silence.

With that silence ended the first phase of the struggle of those Communists fighting—fatuously, perhaps—to be more than mute instruments of Russian foreign policy.



Politburo member, vanished from public life in 1949. Laszlo Rajk, Hungary's Red foreign minister, was tried and hanged in 1949. Wladyslaw Gomulka, top Polish Communist, apparently was arrested in 1949. Traicho Kostov, one-time secretary general of the Bulgarian Communist Party, was hanged in 1949.

I STAYED in Berlin until the end of freedom, and beyond. I had already—seven years before—been expelled from the Communist party for my irreverence toward Moscow. Now, with the advent of Nazi terror, my husband and I had to flee. On a warm, sunny day of early spring in 1933 we crossed the Czech border in a creaking farm wagon, hidden under a pile of hay. Our life of exile began. So, too, did the new Communist era, forged by the same facts that drove us from Germany.

The seeds of rebellion in the Comintern were now deeply planted. Everywhere I went I heard embittered Communists frankly proclaiming the need for instant change in Moscow leadership. In Prague the first man to greet me was the Soviet minister himself, Alexander Arosev. Far from avoiding me as a known anti-Stalinist, he welcomed me as a friend. In his talks with me he stressed that he was a loyal Soviet citizen and diplomat, and as such he deplored the deadly internecine warfare in the party and the suffocation of all liberties. "I do not speak for myself alone," he added. "I am confident that my opinions are shared by many in high places."

I knew what he meant. More than a revolt was being planned; the whole post-Stalin regime was being projected. The "new" governmental policies had been defined in the so-called Ryutin Platform—that now-forgotten document which in those days was known to an elite of party functionaries both inside and outside Russia. Compiled by M. Ryutin, an Old Bolshevik, the Platform was an 80-page summation of the basic oppositionist principles by which both monolithic party rule and the rigid autarchy of the Five-Year Plan would be ended.

I arrived in Paris, I remember, at a time of real—if unrealistic—hope. In that summer of 1933 Paris was alive with a conspiratorial indignation, frenzied beyond anything I had imagined. Everywhere Communist refugees from fascism were cursing Stalin openly in unison with their French Communist hosts. I recall one afternoon meeting Ilya Ehrenburg at the Café du Dôme. The renowned writer and hatemonger of the Russian party was sitting there with his *apéritif*, shrilly denouncing Stalin in the identical phrases he uses today against the Western powers.

Arosev arrived from Prague on a deliberate detour from his return to Moscow to establish firm liaison with all the anti-Stalinists in Paris. He organized a "tea party" for me at the home of Soviet Official A. Rubakine. Here, in a salon of bourgeois opulence on the Quai Tokio, some 30 Russian Communists and a handful of European dissidents like myself met to discuss the future—the men who would have to go, those who might stay in a post-Stalin government. We dared dream of success.

Our dream was no secret: the GPU knew it. But it was a dream too big, too widely shared to be dispelled by usual GPU methods. Stalin himself had to face the facts, and master them if he could. He did it in August 1935, with the first Congress of the Comintern in seven years. That Congress proclaimed the new party line: the so-called Popular Front Against Fascism.

This tactical master stroke broke the spirit of revolt. The anger of the Comintern rebels dissolved into hope. Proudest of all the Comintern delegates was Georgi Dimitrov—no longer the embittered exile in Berlin but now the shining hero of the Nazis' Reichstag fire trial, the grand world citizen of Communism. Dimitrov's dreary tragedy was moving toward its end.

There was an omen at this Moscow meeting, noticed by none. For the first time the Congress was not allowed to assemble within

CONTINUED ON NEXT PAGE

THIRSTY OR NOT

Enjoy



Grapette—as stimulating as an old hat,
a finely balanced rod, and still waters
on a spring day. It has something other soft
drinks don't have—something vital,
different and refreshing.

BUY A
CARTON
TODAY!



The petite, quick-chill
bottle contains the same
quantity as more than 50%
of all soft drinks consumed.



THE GRAPETTE COMPANY, INC.
CAMDEN, ARKANSAS, U.S.A.

Are you in a JUICE RUT?



DELIGHT YOUR FAMILY WITH
A CHANGE IN FRUIT JUICE!



AND SUNSWEET'S
GOT SOMETHING
NO OTHER JUICE
HAS!



"C-L" SURE
MAKES SUNSWEET
THE BEST PRUNE JUICE
FOR REGULARITY!

SUNSWEET PRUNE JUICE



as prepared and distributed by the makers of
**MOTT'S APPLE JUICE, APPLE SAUCE,
JELLIES, VINEGARS, AND CIDER.**

*The laxative potency of Sunsweet Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.



MAQUIS OF FRANCE were among underground groups whose independent spirit Communists tried to control by harassment, infiltration or both. Of 250,000 members of French underground, half were in Red-dominated groups.

CONSPIRACY AGAINST MOSCOW CONTINUED

the Kremlin walls. Instead it met in the great, columned House of Trade Unions. The NKVD was taking no chances: stubbornly rebellious spirits might still speak with bombs. This, incidentally, made impossible the custom, at former meetings, for the delegates to retire briefly during the long-winded speeches and take a breather on the great, red-silk-covered bed of Catherine the Great. The respite, according to a Comintern wisecrack, would impart to them not only her political sagacity but also her wondrous powers of love-making. Had they only had some of Catherine's astuteness, they might have sensed the Popular Front for precisely what it was: a front.

That front concealed the three-fold purpose of Stalin. First: the drive of Communist revolt was blunted. Second: in the name of antifascism, the force of pro-Sovietism could seep through the Western World, weakening and bewildering Western democracy. Third: the antifascist front enormously increased the diplomatic bargaining power of a Stalin who still believed in the rightness of a Nazi-Soviet alliance—on his terms.

To these harsh truths Communists of the west remained oblivious, until the Russian purge trials of 1936-38. Then the truth became clear: the despot of the Kremlin would never be replaced except by a bloody and victorious civil war. As the news came, day upon harrowing day, we sat in Paris, a colony of anti-Stalinists; and we were struck dumb with horror. Zinoviev, Kamenev, Radek, Bukharin, Rakovsky and countless others, all intimate friends and fiery revolutionists, were damned and dead—as fascist traitors.

What had happened was painfully plain. Just as the Communist ideology in the guise of the Popular Front had infiltrated the Western democracies, so had democracy's "virus" infected Russia. This was Stalin's answer. Here, indeed, was a monumental irony: in the name of "antifascism" these men were killed—by those, even then, negotiating their alliance with fascism against the West.

When the cleanup was finished, so too was international Communism. The Nazi-Soviet alliance of August 1939 came only as the last thunderclap of the great storm, echoing over a graveyard of dead ideals.

Party unity in forests and mountains

WITH the Nazi attack on Russia in 1941 a new chapter—the third—began in the great internal struggle of Communism. With the *Wehrmacht* suddenly advancing on the soil of the Communist motherland, Communists the world over closed ranks, feeling that disunity might mean destruction.

Once more, as in the 1930s, Communists and democratic parties joined in a new Popular Front. This time they met not in the parliaments but in the forests and the mountains. Here Communist underground leaders forged a party unity which the Kremlin rulers had been unable to achieve. But, as the war went on, the Communist guerrillas found themselves fighting on three fronts—openly against the Nazis and their Quisling governments; more or less openly against competing resistance movements, like those of Mihailovich in Yugoslavia; and, in some cases, secretly against those NKVD agents

CONTINUED ON PAGE 111



Your Favorite Bait*
Works
Better than Ever
with an

**AIREX
SPINNING REEL
&
6 FT. AIREX-
USLAN ROD**



Baitcasters—Open your tackle box to greater fishing thrills with your own standard lures. Try casting them with Airex Spinning tackle and you'll find greater accuracy. You'll cover more water, catch more fish.

*Live bait or plugs—any weight lure from 1/8 to 3/4 ounce.

Airex Spinning Reels, \$8.95-\$22.50; Airex Spinning Rods, \$10.75-\$19.50.

Write for FREE Airex Catalog and spinning instructions. Ask about special conversion outfit for baitcasters—complete, \$14.10.

AIREX Division of the Lionel Corporation
34-19 10th Street, Long Island City, N.Y.



Ex-Housewife says:

**"I became a
BUSINESS
SUCCESS
in a few weeks!"**

Mrs. Agnes Kimball
Los Angeles, California

"My children grown, I had time on my hands. I began selling the World Book Encyclopedia. In a few weeks my earnings grew so that I realized I had become a successful businesswoman, doing work I liked!"
Interested? Write Mr. F. L. Maynard, WORLD BOOK, Box 5968, Chicago 80, Ill.

**The Answer
TO PROBLEM WALLS** Simply
Brush on

**MAGICOLOR
PLASTARON**
PLASTER, PAINT
COLOR, TEXTURE
in ONE COAT

- Covers Cracks, Nail Holes
- Gorgeous Texture
- Easy to Apply

AT LEADING DEPT. STORES
MAGICOLOR CO. Chicago 8, Ill.

World's easiest with California Cling Peaches and Betty Crocker's* Recipe

Bob Hope's Favorite Peach Upside-Down Cake

Bob says: "It must be easy when I can bake it!"



BOB HOPE
Starring in Paramount's
"FANCY PANTS"
In Technicolor



Easy Recipe

Easy and thrifty—Peaches spooned right from the can



An instant dessert! (at left) A tasty breakfast fruit! Cool, colorful cling peaches ready to serve the moment you open the can. And what peaches these are. The biggest, brightest, best-tasting clings ever grown in the sun-warmed valleys of California. Now selling at the lowest prices in years. You'll find hundreds of easy, penny-wise uses for this luscious orchard-fresh canned fruit. As your grocer says: "Canned clings are a smart buy. Better stock up. Keep 'em handy!"

Peach Upside-Down Cake

1 No. 2½ can cling peach slices
¼ cup butter or margarine
½ cup brown sugar (packed)
Maraschino cherries

1 package Betty Crocker PartyCake Mix
Drain peaches thoroughly and dry on paper towels. Combine melted butter and brown sugar in bottom of 9-inch square pan. Arrange peaches and halved cherries on sugar mixture. Mix PartyCake Mix according to directions for White PartyCake on package. Pour ½ of batter over fruit in pan. Bake in moderate oven (350 degrees F.) about 35 minutes. Invert over serving plate. Allow pan to stand over cake for a minute before removing. Serve warm. Serves 9. Bake remaining batter as a layer or cupcakes (see package directions).

Cling Peach Advisory Board

*of General Mills

Canned Cling Peaches
from California

Lower Prices—Finer
Quality—this Year





THE ALEXANDER SMITH FLOOR-PLAN RUG above cost only \$167.00 in the 12' x 15' size that fits this living-room nearly wall-to-wall. A made-to-measure rug, in this broadloom quality, would cost you

many dollars more. All Floor-Plan Rugs are priced at a comparable saving to you, because they are ready-made. Forty broadloom patterns, in five fine qualities, assure you of a wide choice at your price.



*You can
afford broadloom!*

Floor-Plan Rugs

are ready-made to fit...priced easy-to-buy

Price the Alexander Smith Floor-Plan Rugs in your favorite store. You'll see how you save when you buy your broadloom ready-made to fit your room...just as you always save when you buy anything ready-made instead of made-to-measure. Choose from forty beautiful broadloom patterns, in twenty room sizes. Roll out a Floor-Plan Rug in your home, for the beauty of broadloom nearly wall-to-wall...without the bother or expense of custom installation.

Alexander Smith

FLOOR-PLAN RUGS  BROADLOOM CARPETS

*9' x 12' prices for the Floor-Plan patterns
above are about \$74.50 to \$119.50
in most localities.*

CLARA DUDLEY, Dept. L-550
Alexander Smith & Sons Carpet Company
285 Fifth Avenue, New York 16, N. Y.

I enclose 25¢ for your new 24-page color-scheme book,
"Colorama," showing me how to use color in my home.

Name _____
Address _____
City _____ State _____

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. RODMAN WANAMAKER, charming young socialite. Discriminating in her choice of cigarettes, Mrs. Wanamaker says: "The cork tip adds so much to the pleasure of smoking Herbert Tareyton."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give . . . the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copr., The American Tobacco Company

CONSPIRACY AGAINST MOSCOW CONTINUED

who managed to get through German lines into the occupied areas. The Soviet Union, though fighting against the Nazi armies for its very life, eyed the Communist partisan organizations with fear. As they grew, military circumstances were such that they drew increasing support from the Western Allies, none from the distant Soviets. More each month, they negotiated independently with Allied representatives, dispensed their own justice, enacted their own laws. They were gulping the heady wine of nationalism.

Moscow had to act fast and firmly. The move was made in 1943, when the attention of the rest of the world was focused on the battle of Stalingrad, where Russia's military fate would be decided. The terse general order went out to all European Communists: partisans were absolutely forbidden to group themselves into any kind of government until after victory and the arrival of the Red army.

The issue was clearly joined. Tito of Yugoslavia, strongest of the partisan leaders, ignored the order. Urging his fellow partisans in Hungary and Poland to follow his example, he convened the Anti-Fascist Council of National Liberation, the nucleus of the present Yugoslav government, for the first time. His provisional capital was the little town of Jajce in Bosnia; the date was Nov. 29, 1943.

As Germany weakened, the long struggle moved toward its final phase. Partisan leaders began to put their trusted comrades into key positions to block the Kremlin wherever they could. The war's end sharpened their danger: now deprived of Allied support, they were on their own.

As the cold war between East and West took shape, the undercover battle became even more obscured. The West, for example, viewing the various bilateral treaties between the new satellite states, crisscrossing from Belgrade to Budapest, from Sofia to Warsaw, could read in them only a threat against itself. The hidden truth was that here was forming Europe's toughest Third Force—an Eastern European confederation strong enough to stand alone between East and West.

The rise of Tito

I LEARNED first-hand the full details of these efforts to build a Red Third Force on journeys to Europe I have made since the war. Through all the 17 years since I fled Germany, the nine years since I escaped from Nazi-occupied France for America, I have kept in as close touch as possible with my Comintern friends. On my returnings to Europe, I have met them in London, Paris, Berlin, Rome, Marseilles, Zurich, countless other places on the fringes of the Soviet world. With some I had to talk in secret. Others I could meet openly—these were the men already fighting on the battle lines between Tito and Stalin. From each of them I got at least a fragment of history. The sum of their experiences and revelations seemed a little like an echo of the vast and vain hope of the mid-'30s. But at the same time, it all had a new solid sound. For now there was Tito of Yugoslavia.

Tito was a protégé of Georgi Dimitrov; the two men had shared a dream of a South Slav federation for years. In the midst of the Great Purge, when the head of the Yugoslav Communist party, Michael Gorkich, had been killed off as a British spy, Dimitrov had seized the opportunity to install Tito (then known as Walter) in Gorkich's place. Now, with Tito grown to grand stature as the partisan leader, Dimitrov had returned to his native Bulgaria to weld together the Fatherland Front government. The two leaders now dared see themselves as the founding fathers of a new Europe, built up from the rubble of Hitler's New Order in a series of federations. Once the pattern had been set by Belgrade and Sofia, Greece and Romania might join; Hungary would become the center of Danubia, encompassing perhaps Austria and Czechoslovakia, to be joined finally even by Poland. Thus, in the end, 80 to 90 million people would close ranks in an eastern European bloc. The reborn nations would be able to make treaties, trade with either Russia or the West and, for the first time in eastern Europe's history, determine their own destinies. In the long run, this would mean a revolutionary change in Europe's whole balance of power. In the short run, it would at once mean that the power of Moscow, which had spread westward with breathtaking speed, must now recede almost as fast. So went the grand design.

The first steps were taken in the autumn of 1944. Edvard Kardelj, Tito's trusted lieutenant who is now Yugoslav delegate to the United Nations, went to Sofia for the first *pourparlers*. A group of top Bulgarian Communists, including Vulko Chervenkov, the current president of the Fatherland Front, agreed to the federation. The hard core of the project was to be an army of the federation under Tito's command. Countless political details remained to be worked out, but the Bulgars and Yugoslavs were happy even in

CONTINUED ON NEXT PAGE

The World's Finest PAINT & VARNISH



VALSPAR
Varnish...
Incomparable finish
for floors,
woodwork,
furniture!

Even
boiling
water can-
not harm
its flawless
surface!

when only the Finest will do...

VALSPAR

*...for every surface
...for every purpose*



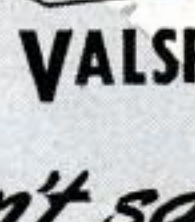
VALSPAR HOUSE PAINTS



VALSPAR WALL PAINTS



VALSPAR ENAMELS



VALSPAR FLOOR PAINTS

don't say paint...say VALSPAR

THIS COUPON IS WORTH 25c TO YOU!

SPECIAL SPRING OFFER!
25c Credit on any Valspar Product

Because we're so sure that once you try the finest...only the finest will do...we make this special offer. Take this coupon to your nearest Paint or Hardware store. Dealer will sell you any Valspar product at regular price...less 25c!

Mr. Dealer: This coupon entitles bearer to 25c credit on purchase of any Valspar Product. Return coupon to us for your refund:

Customer's name.....

Customer's address.....

City.....Zone.....State.....

Dealer's name.....

Valentine & Company, Inc. New York, N. Y.

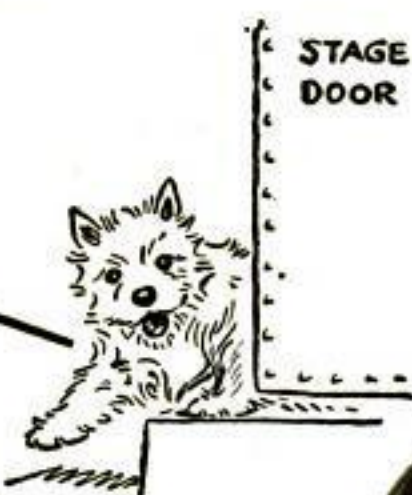


Keep Tuned In!



"OUR FAME'S BEEN
BROADCAST AROUND
THE WORLD, WHITEY!"

"YES...TO A VERY
APPRECIATIVE
AUDIENCE, BLACKIE.
ONE THAT KNOWS
BLACK & WHITE'S QUALITY
AND CHARACTER
NEVER CHANGE!"



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



RISE AND FALL OF DIMITROV is summarized in these three scenes. In picture at left he is the "comrade-in-arms" of Stalin as the "hero" of Reichstag fire. In center picture as Bulgaria's premier Dimitrov has joined conspiracy,

CONSPIRACY AGAINST MOSCOW CONTINUED

their haggling, confident in their new power. The mere fact of being able to meet in Sofia instead of Moscow gave them an exultant sense of freedom.

To meet this, Moscow had its own design. Its essence was a Soviet simplicity itself: industrialized Russia would supply finished products to its little Red satellites, while Bulgaria remained a vegetable republic and Yugoslavia served as a source of mineral wealth. Armies would be small, Russian-trained and Russian-equipped.

These plans, of course, were not publicly declared, for by Moscow's typically realistic strategy, Balkan federation had first to be embraced before it could be throttled. Accordingly Molotov wired an invitation to the Sofia conferees to come to Moscow for discussion of details. They went—curiously confident of their own cunning, yet unable wholly to suppress the nagging feeling that this was where they came in.

In their tedious conclaves with Stalin, Yugoslavs and Bulgars little realized what a salty borsch was being prepared for them. Masterfully, Stalin exploited and magnified the smallest differences between the two delegations. At last, with an air of benevolent wisdom, the Politburo succeeded in persuading Bulgaria and Yugoslavia to content themselves with a treaty of friendship, the draft of which Andrei Vishinsky personally edited. Stalin now happily went off to Yalta to meet President Roosevelt and Prime Minister Churchill, there to forge under the benign Black Sea sun, the chain of Eastern European satellites he wanted. As for the Bulgars and Yugoslavs, they returned to their respective capitals in a kind of baffled frustration, to spend the next two years watching the federation plan get batted back and forth, like a badminton bird, between Moscow, Belgrade and Sofia. The aging Dimitrov mourned and waited.

One way or another, this soundless, undercover battle fast began to involve every Communist leader from Athens to Warsaw. The fire of national Communism, so inflamed by Tito, could not be extinguished by the delicate sprinkling operation Moscow had tried. It spread north to Hungary, where Tito was as striking a symbol as in Bulgaria. Soon Moscow's diplomatic pouches from Budapest and Belgrade grew bulky with longer and longer reports from the Soviet embassies about the dangerous collusion between the police and armies of both countries. The toughest menace in Hungary was Minister of the Interior Laszlo Rajk, who was determined to build his forces around "loyal" anti-Stalinist Communists. Then, throughout 1947, Hungarian police and military delegations made a series of formal visits to Belgrade. To Moscow, the toasts exchanged around the banquet tables had an ominous ring. There was worse to come: the chiefs of staff of the two armies met over a conference table to coordinate their military forces, right down to the details of the equipment to be standardized and the joint maneuvers to be held.

Dimitrov tries a power play

THE time—the summer of 1947—seemed ripe for a power play. Dimitrov tried one. Communist unrest was now raging in France and northern Italy in a great bid for power. So Dimitrov wrapped his own dream in a neat political argument: a Communist power bloc in Eastern Europe at this moment might bring the whole continent into the fold. Armed with this thesis, he went to Sochi, the Black Sea resort where Stalin was vacationing, for his last bold bid for Moscow sanction.

A characteristic Stalinesque masquerade followed. Stalin gave



and signs a mutual aid pact with Yugoslavia's Marshal Tito (left) in 1948 in an attempt to form an anti-Stalinist federation of states. In the right picture Stalin poses once more with his "comrade-in-arms"—at Dimitrov's funeral.

Dimitrov his assent. In November, beginning a triumphant tour of Balkan capitals, Tito came to Sofia to sign the friendship pact (which Moscow had "approved" two years and more ago) and was hailed with a pageant ostentatious even for this pomp-ridden Communist society. Master and protégé, Dimitrov and Tito, "sealed the eternal friendship and unity between the Bulgarian people and the people of Yugoslavia with a brotherly kiss." For the Kremlin, this was the kiss of death. Tito's next stop was Budapest—and a friendship pact with Hungary. His entry was as spectacular as it had been in Sofia, but with some grimly practical sidelights. Both Tito and Rajk knew that Budapest was infiltrated by Russian secret agents, political assassins ready to carry out a "fascist" assassination. As Rajk later confessed at his trial, he ordered extravagant police protection for Tito, even to the exploration of all sewers for delayed-action mines or time bombs.

Moscow had had enough; it set off its political bombs in a succession nicely timed for cumulative effect. First Stalin sent a personal message retracting his support for the Federation and ordering Dimitrov to make public his own renunciation of the whole scheme. When Dimitrov did nothing, the next blow came: public excoriation in a *Pravda* editorial. Dimitrov publicly gave in; privately he continued to send messages to Tito urging him to sit tight. So, in June 1948, Moscow delivered what was supposed to be the crushing blow: Tito was denounced as an American agent and thrown out of the Cominform.

What followed was not in Stalin's reckoning. Tito not only fought back: all but a few Yugoslav Communists rallied to him. Far from being whittled down to manageable size, Tito, heading Eastern Europe's most powerful army, now stood forth as the man tough enough to bring Communism's incessant internal struggle into the open. The slow-moving Dimitrov and his general secretary in Bulgaria, Traicho Kostov, now squarely faced a fearful choice. To join with Yugoslavia meant to be ready to fight the Red army. To surrender could only end eventually in outright annexation by the Soviet Union. So, while in formal sessions Bulgarian and Hungarian leaders passed resounding resolutions denouncing Tito, in secret conclaves they debated endlessly, pro and con, risks vs. prospects.

Moscow was waiting for no more debate. The slaughter began in Hungary. The MVD moved in with its typical circular motion, slowly closing in on its main target. Arrests of the small fry spread the desired terror and confusion (while the current trial of Cardinal Mindszenty further screened the serious operation under way). Finally came the arrest and trial of the national Communists headed by Laszlo Rajk as agents of Western imperialism.

Rajk, a slight, intense figure, was a strong and fearless man, a type that only recently has begun to plague the Politburo. He was not an old, conspiratorial figure, but a product of the younger generation of Communist leaders who came into the movement in the '30s, politically unsophisticated but fanatic in their revulsion against fascism. Joining the party in 1930, he accepted any chore, no matter how humble or how dangerous. Arrested for distributing leaflets in 1932, he was beaten by the police so brutally that his face was permanently scarred. He fought—and was wounded three times—for Republican Spain, spent two years in a French internment camp, finally returned to Hungary and prison again. When Matyas Rakosi arrived from Moscow with a few dozen Russified Hungarians to take over the postliberation government, he found Rajk in prison, a scarred and battered man whose popular following demanded that he be given recognition. Rakosi had no choice but to give this Communist who never in his life had been to Moscow

CONTINUED ON NEXT PAGE



Sunday, May 14

ON MOTHER'S DAY— *Say it with FLOWERS-BY-WIRE*

As welcome as a visit . . .

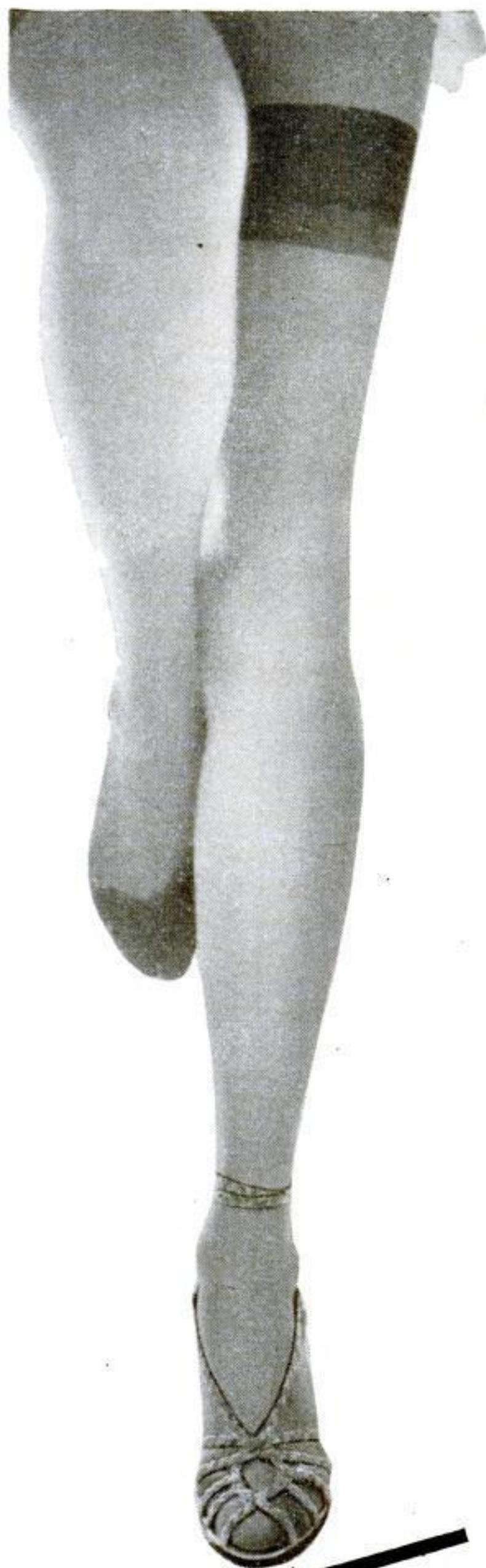
Mothers love to be remembered with
beautiful FLOWERS-BY-WIRE . . . a tender
reassurance of how much you care.

Prices begin as low as \$5.00. Mother's Day
FLOWERS can be sent Worldwide
through Interflora.



Look for this Emblem.
Your Satisfaction Guaranty!

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION, 200 Lafayette Building, Detroit 26, Mich.



it could be
you!

For a sheerer stocking that makes your legs look lovelier...and yet is longer-wearing, try Cameo NYLOMIST...the new 60-gauge stocking that's knit with a finer stitch. A thrilling gift for Mother's Day!

BUR-MIL®



CAMEO®
stockings

CONSPIRACY AGAINST MOSCOW CONTINUED

a vital, key post: minister of the interior and chief of the police.

Now facing a People's Court in Budapest, accused of treason, Rajk knew the futility of simple denial. Accordingly, in his last plea, he brushed aside the "secondary" details of his previous testimony, retracting all his earlier self-vilifications. "To avoid and eliminate any misunderstanding," however, he reaffirmed his confession that he was in political agreement with the policy of Tito "who was backed by American imperialists." Rajk knew that, however cryptic they might seem to the West, these were words that Eastern Europe's Communists would understand. Mimeographed copies of Rajk's political testament still are circulating, with their message that the struggle for national liberation from Moscow must be fought together with Tito and, in the last instance, with the U.S.

Next on Moscow's list was Bulgaria. There is an old GPU saying that any fool can commit an assassination, but it takes a real artist to arrange a good natural death. For the venerable Dimitrov, the Politburo trotted out its experts.

One April day in 1949 a delegation of Russian physicians and male nurses arrived at Dimitrov's apartment in Sofia with a message from the Moscow Politburo. Comrade Malenkov, they said, was concerned about the Bulgarian veteran's health, so he sent comradely greetings and an invitation for Dimitrov to take a rest cure in the Soviet Union. Overriding Dimitrov's protests that there were several fine spas in Bulgaria, the doctors bundled him into a waiting automobile. A few days later he was installed in a sanatorium in the quiet little village of Barvikha, outside Moscow, and ringed with armed MVD guards. A few weeks later Moscow newspapers sorrowfully announced that Dimitrov was suffering from "diabetes, a liver ailment and complications." Four weeks later he was dead. Stalin and the top leaders of Russian and European Communism stood beside his embalmed body to pay him their last tributes. In Sofia, after five days of mourning before the black and red draped coffin, an order was placed with a Danish firm for refrigeration machinery to help preserve his corpse.

The main work of the MVD in Bulgaria was now finished, and the People's Court could take over. Several hundred leading party functionaries, including all Dimitrov's and Kostov's main supporters, were arrested. Kostov, charged with "an insincere and unfriendly policy towards the Soviet Union," spent six months in jail, while the Bulgarian police and its Soviet advisers vainly tried to get him to confess. At one point Parmatarov, one of the chief public prosecutors, was called to party headquarters and sharply told to "tighten the screws." As he left the building, Parmatarov threw himself under a streetcar and was killed.

Kostov was a hard, tough man. Unlike Rajk, he was a veteran who had joined the party in 1920 as a young law student, and through the following decades was a frequent visitor to Moscow. It was not until World War II, as an underground leader in Bulgaria, that he attained his almost legendary stature among Communists. Arrested in 1942 and systematically tortured, he never broke down. One day he managed to break free for an instant during a session with the police and jumped from a fourth floor window. Telegraph wires broke his fall; he was not killed, but a spine injury crippled him for life. With unusual clemency the Bulgarian royal military court sentenced him to life imprisonment.

Now facing the police of his own party, Kostov again refused to give in. *Pravda* described his appearance at the trial: "Stooping, with a bent back, and with the cunning eyes of a thief. . . . From his very first words, it becomes clear that the court is faced with a shrewd, experienced and determined enemy." He was indeed. On the first day he withdrew his written confession, declaring in open court that it had been wrung out under torture. Withdrawn for a "rest," he still could not be broken. For his courage, he alone of the 11 defendants who stood trial was killed.

In the last days of last year, Bulgaria began living on Moscow's time and on its terms. Kostov was hanged. A new trade agreement was signed with the Soviet Union. A new parliament was elected. And Georgi Dimitrov's mausoleum was opened to the public.

Moscow's dilemma

THE lesson of these bloody 30 years in Communism's history is clear. The national Communist revolt of Eastern Europe has revealed as never before the sickness that afflicts the Russian party state. That state dare not share its power. It cannot delegate its power. And it can cling to absolute power only within a widening ring of rebels.

There is, for Moscow, no breaking out of this dilemma: it is the poisonous essence of Stalinism itself. Only momentarily and ambivalently can the Kremlin maintain tolerable relations with any other

CONTINUED ON PAGE 116

Don't wear dirty glasses

BUY SIGHT SAVERS

THE Silicone Treated TISSUES THAT KEEP YOUR EYEGLASSES Clean!

YOU WILL SEE BETTER AND LOOK BETTER, TOO!

Handy to Carry and Easier to Use

Only 10¢

FOR FULL MONTH'S SUPPLY AT DRUG STORES Everywhere

Dow Corning Corporation, Midland, Mich.

Set it to sprinkle 5 to 50 FEET Automatically

Sunbeam Rain King

AMERICA'S ONLY AUTOMATIC SPRINKLER

For narrow PARKWAYS or WIDE LAWNS

Here's convenience you've always wanted in a sprinkler—desired distance and spray automatically at a turn of a dial!

Speed of the revolving arms breaks up the spray—provides a natural rain-like shower that's best for all lawns.

Beautiful, rich green. Long-lasting quality. See this automatic and other famous Sunbeam Rain King sprinklers at your dealer's. \$7.25. (Denver and West, \$7.50.)



EXCLUSIVE FINGER-TIP CONTROL

Automatically sets revolving arms to sprinkle any circle you want from 5 to 50 feet.

5600 W. Roosevelt Rd. Dept. 53 Chicago 50, Ill.

Sunbeam CORPORATION

Canada Factory: 321 Weston Rd. Toronto 9

something new

has been subtracted...

*to make these sheer, cool
lovely Jantzen minimizers*



here, thanks to the simple process of deduction, is what you need to line you up smoothly, smartly, coolly for summer! We deducted everything but nylon and elastic yarn... had the nylon woven into finest marquisette by Traford (who makes only the finest)... had the nylon and elastic yarn woven together into heavenly sheer but sure control...and the result is these wonderful-to-wear, hot-weather figuremakers that weigh less than three ounces...stay up at the top without a single bone! Girdles and panty-girdles 5.00 to 5.95...garter belts 2.50...white only...at most stores.

Jantzen
girdles, panty-girdles
and garter belts
by the makers of
Jantzen swim suits

JANTZEN FOUNDATIONS, EMPIRE STATE BLDG., NEW YORK

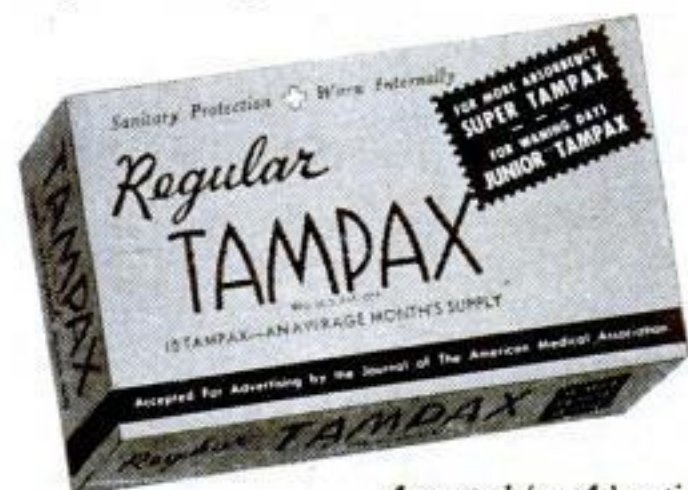
Women are difficult creatures



We are told that women are uncertain, coy and hard to please, but also they are practical and save the family's money. Women are simple and natural, yet mysterious.... Changeable, yet set in their ways.... If we only knew *what* to believe we might convert more millions of these difficult creatures to the use of Tampax for monthly sanitary protection.

As things stand now, billions (actually billions) of Tampax have been used by millions of women in more than 75 countries. In all sorts of climates, the advantages of this *internal* method have proved themselves. Doctor-invented Tampax is made of pure absorbent cotton, firmly stitched for safety and compressed in dainty applicators designed for easy insertion. No belts, pins, odor or chafing. Take baths without removing. No bulges to show. Easy disposal.

Tampax is sold at drug and notion counters in 3 absorbency-sizes. Average month's supply slips into purse. Improve your poise at such times with modern Tampax; you don't know you're wearing it! Look for Tampax Vendor in rest-rooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE-8-50-L
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

CONSPIRACY AGAINST MOSCOW CONTINUED

nation, Communist or non-Communist. Between it and its satellite nations and Communist parties the relationship has always been what Vishinsky repeatedly calls "double-dealing" in others. The Kremlin cannot ever stop striving to exploit them as instruments of Russian foreign policy; they cannot, for very long, refrain from fighting for their own existence. For all their fierce fanaticism, no Communist party courts suicide.

For Communists, the fate of the guerrillas in Greece is a decisive revelation. There a postwar Communist movement battled in open warfare against the democratic West. To Moscow, these Communists were potential allies of Tito and the cause of national Communism. As such, they were harassed continually and their leadership decimated in the midst of battle. The Communist cause in Greece was caught in the jaws of a vise. Its final defeat was due as much to Moscow as to the Truman Doctrine.

For Moscow, all these facts are urgently serious because they have aggravated divisions within the Russian hierarchy itself. For a time these deep divisions were concealed from view by the Kremlin's wild striking at surface aspects of Soviet life, from poetry to paleontology. But today, dim but visible, is the shape of another Great Terror. It is to be seen in the timely death of Zhdanov in mid-1948; the unexplained disappearance last year of Nikolai Voznesensky, another Politburo member; the repeated postponement, for the last 11 years, of the 19th Russian party congress; and in the recent reintroduction in Moscow of the death penalty.

For the West, there is a promise of peace and of victory in facing the facts, and in using them. The exact nature of that promise must be accurately appraised. It would, for example, be an extravagant error to assume that the West may rest and relax while the Soviet world preys upon itself. A Kremlin that has beaten down the divisions within Communism for 30 years might well survive for another 30 years or more; and, however crippled, it can still kill and conquer with a fury heightened by knowledge of its own disease.

A wise West will also shed all fuzzy illusions about the nature of anti-Stalinist Communists: they are not "agrarian reformers" or "industrial reformers" but convinced and determined Communists. To know them for what they are is imperative in order to deal with them for what they may become. Western leaders who slur these facts show an ingenuousness no less naive than that of Dimitrov confronting Stalin. His tragedy answers, in eloquent simplicity, the willful wishful-thinkers.

A West that thus knows what is doing can proceed to the knowledge that—in a paradoxical way—there was truth in the Soviet charges against Tito, Rajk and the tens of thousands of other "American agents." Whether they wish it or not, men soon become effective "American agents" when they seek machine tools to make their nation strong, and instead get MVD terror to divide and cripple their people. In this sense the Communist world today holds hundreds of thousands of men whose dream of revolution—however warped—is closer to the industrial freedom of the U.S. than the primitive tyranny of the Soviet Union.



DANCING TITO, "campaigning" in recent election in the streets of Kola, is still the leader of the big conspiracy—and still alive. Last week Tito called for closer ties with Yugoslavia's World War II enemies, Austria and Italy.

Fashion demands
Footlets
Trade-Mark
Sheer Nylons
Pre-shrunk Cottons *



because they're

1. Smart.
2. Comfortable.
3. Economical.
4. Healthful.
5. Made to Fit.
6. Shoe and Stocking Savers.

More women buy Footlets.

Footlets for every style shoe. *

Constant Companions

With or Without Stockings

a product of

J. W. LANDENBERGER & CO.
Philadelphia 24, Pa.

York Knitting Mills exclusive authorized distributor of
Genuine Footlets in Canada.

YOUR DOG HATES FLEAS!

When your dog has fleas, it's time for PULVEX FLEA POWDER. Not only kills fleas instantly, but actually keeps 'em off for days! Wonderfully easy! Effective! At drug, pet and department stores... 25c, 50c, Kennel size... \$1.25.



PULVEX FLEA POWDER

One of 25 Quality Pulvex Dog Remedies

FIREMEN! FREE—send for colorful "decal" for your car window. Identifies you as F. D. member. Give name and address of Fire Department. By makers of Scott Air-Pak helping firemen knock down fires faster and safer.

SCOTT AVIATION CORP.
268 Erie Street, Lancaster, New York

RELIEVES PAIN OF HEADACHE • NEURALGIA NEURITIS

FAST
The way thousands of physicians and dentists recommend

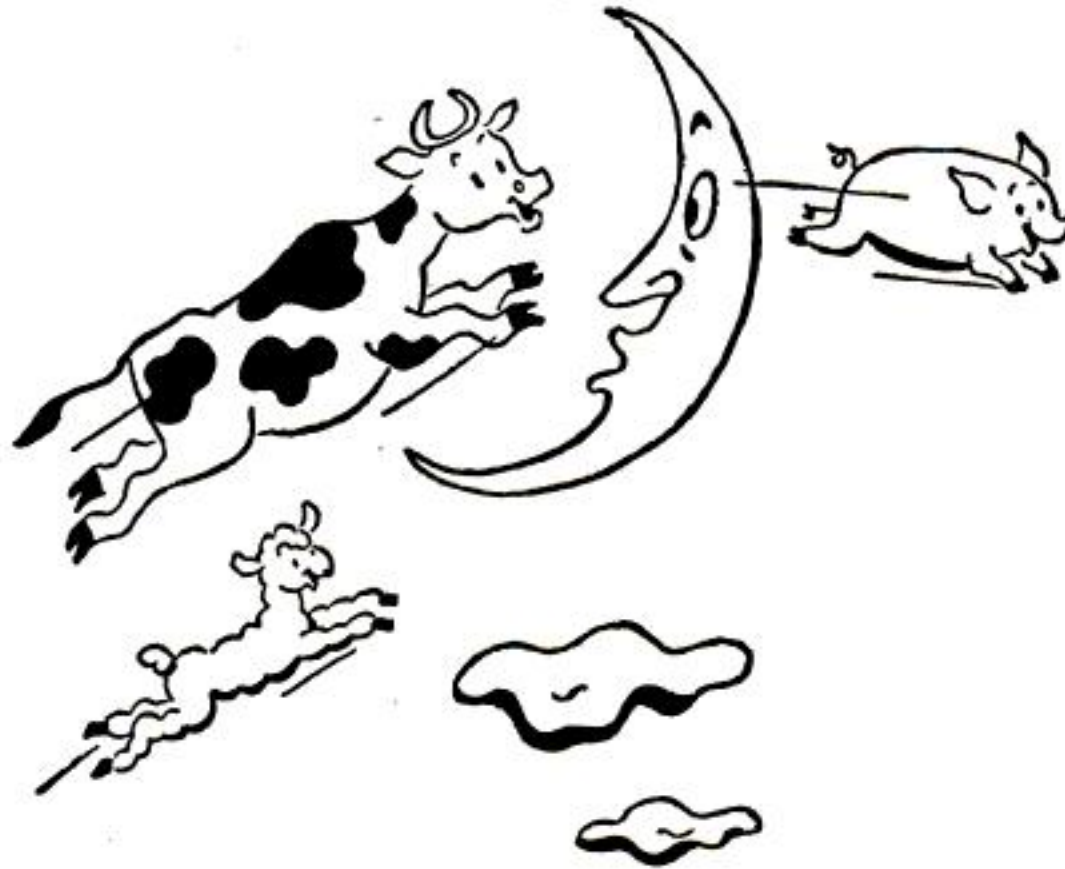


Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

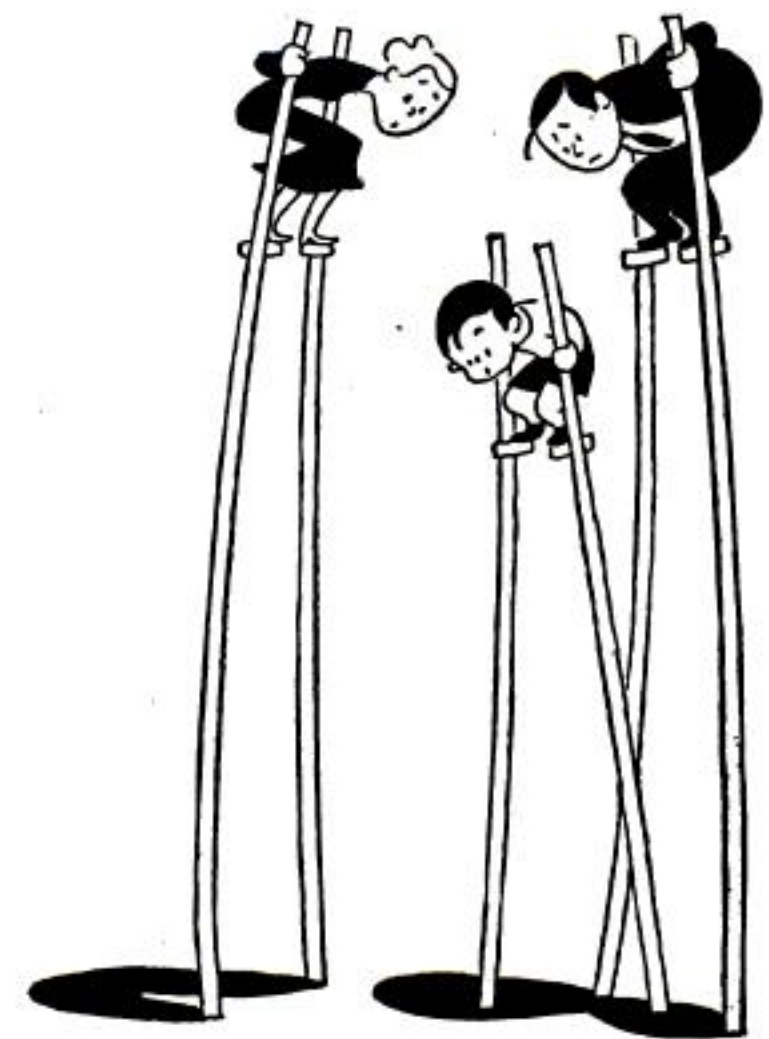


Since 1935

...construction costs 130%* more...



food 100% more...



clothing 93% more...



**total cost of living
is up 71%...**



**but thanks to competition
in the oil industry...**



**today's better gasolines
cost only 42% more.**

ALMOST EVERYTHING costs more these days—but for about 25¢ including tax you can buy a gallon of gasoline that will take you and your family for a 15-mile drive! And today's gasoline, fuels and lubricants are *better* than ever before.

In the highly competitive oil industry, a product *has* to get better—*must* be priced to attract customers—or people just won't buy it. Thousands of different companies are engaged in one or more of the many branches of the oil business. Their ceaseless com-

petition with rivals to win and deserve to hold your business means always giving you good value for your money.

Gasoline and oil products in America are better, more plentiful and priced lower than anywhere else in the world. There's a reason for this record of oil progress—the fact that oil is a highly competitive industry.

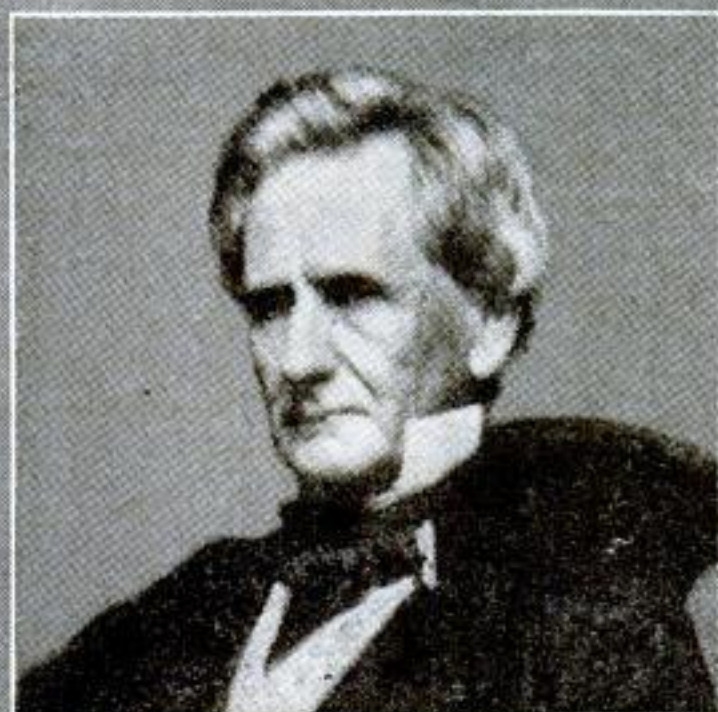
The 1,500,000 people who make their living in oil are determined to serve the public well.

*Source of figures upon request

**Thousands of oil companies mean competition...
competition means progress...
progress means better living for everyone**



Oil Industry Information Committee, 50 West 50th St., New York



SIMON CAMERON



DONALD CAMERON



MATTHEW QUAY



BOIES PENROSE

PRE-GRUNDY BOSSES were few and tenacious. First was Simon Cameron, who delivered Pennsylvania delegation to Lincoln in 1860 convention, was made Secretary of War, though Lincoln hated himself for it. On his resignation from

Senate in 1877, son Donald took over. Quay—famous for apocryphal saying, "If you can't lick 'em, jine 'em"—ruled from 1885 to 1904. Penrose, a huge man and a legendary glutton, died in 1921 having helped clinch Harding's nomination.

Pennsylvania Politics



MACHINE BUSTER Governor James Henderson Duff, 67, is running in Republican Senate primary, heading his own anti-Grundy ticket. Descendant of

leathery Scotch-Irish pioneers, he learned economics in bare-knuckled camps of oil wildcatters, took political faith from T.R.'s Bull Moose philosophy.

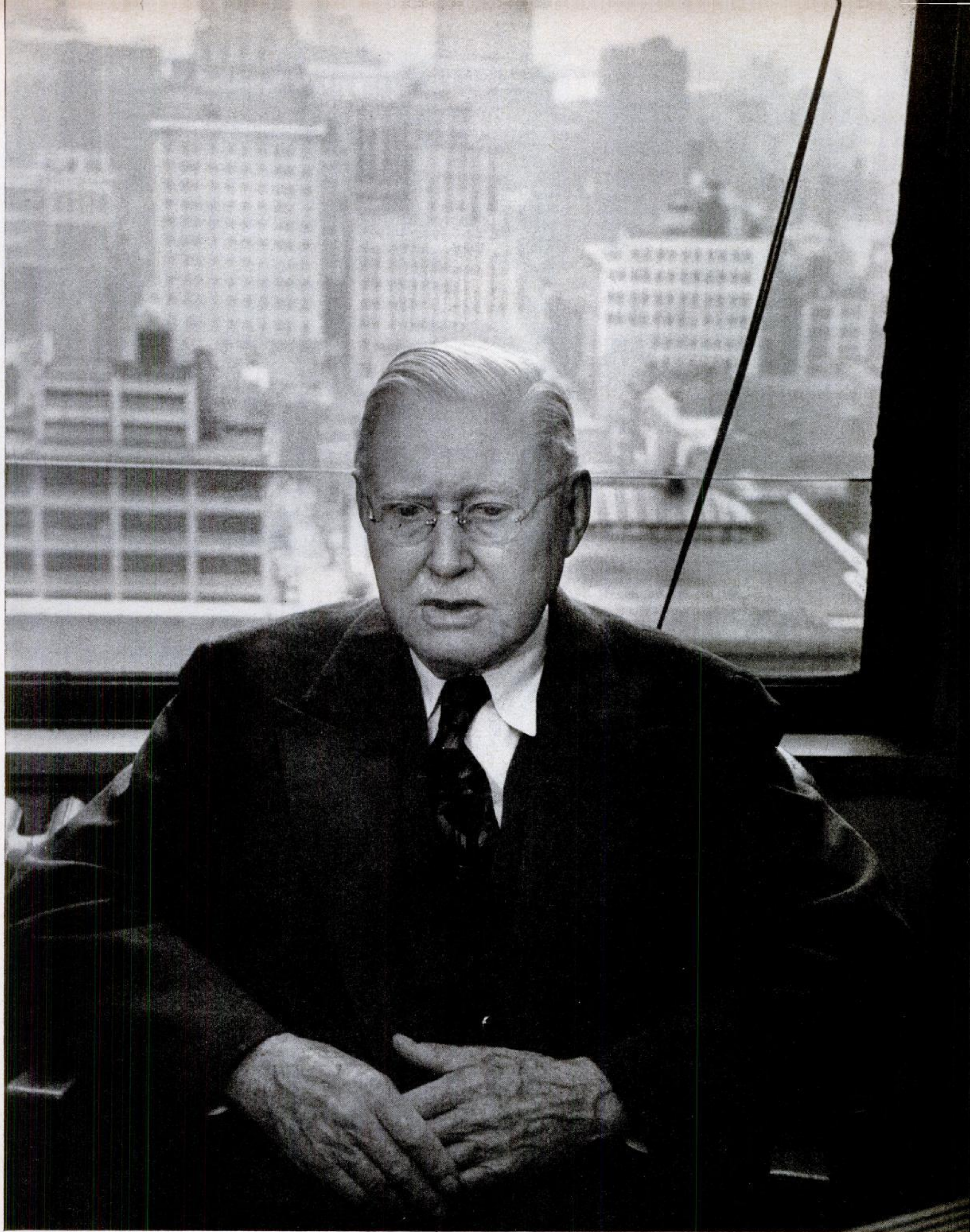
FIGHT FOR KEY STATE PROVIDES LESSON IN HARD-BOILED REALISM

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

From now until Nov. 7, U.S. citizens will be watching a political spectacle of great importance: the off year elections. But they will be half-interested watchers. Unlike most other democracies the U.S. has a fixed responsibility every two years to show confidence in its government—or lack of it—by congressional elections. Between presidential campaigns, voters historically have let their franchise go by default. The popular vote falls sharply off. Then, especially in primaries of states dominated by one party, that great American phenomenon, the political machine, takes over.

Both major political parties are machine-ridden. But nowhere in the U.S. is there a more precise example of the working and products of a tenacious political machine than in Pennsylvania. Here, because of political forces predating the Civil War, it happens to be Republican. So entrenched is the "organization" that since its beginning only five men have run it. Since 1922 only one governor has gone to the state house in Harrisburg without organization support. The machine's best safeguard is the Pennsylvania constitution, which provides that no governor may succeed himself. Thus, any personal power a governor builds up in office is dissipated when he leaves.

But this year Governor Jim Duff is out to bust the machine which archconservative Boss Joe Grundy has been running for more than a quarter of a century. Barred from seeking reelection, Duff is running for Senate in the May 16 Republican primary at the head of his own anti-Grundy ticket. The campaign is a good example of the realism embodied in all successful American politics. To promote his progressive ideas, Duff has enlisted hardbitten ward politicians. If he succeeds—and also defeats the Democrats in the fall election—he will be changing the complexion of the Republican party in the country's most important Republican state.



MACHINE BOSS is 87-year-old Joseph R. Grundy, who made sizable fortune in manufacturing woolens. His name has been made into an epithet—"Grundyism"—for conservative, high-tariff Republicanism. A party worker for 66 years,

he ran for public office only once—for the Senate—was beaten. In this rare portrait Boss Grundy sits in Philadelphia office overlooking "zero" wards where old Vare wing of Republican machine once delivered 100% of vote for its candidates.



FOR GOVERNOR on Duff's ticket is Judge John S. Fine. He ran powerful Luzerne county machine in heart of anthracite fields during his 23 years on the bench, from which he resigned to run for governor.



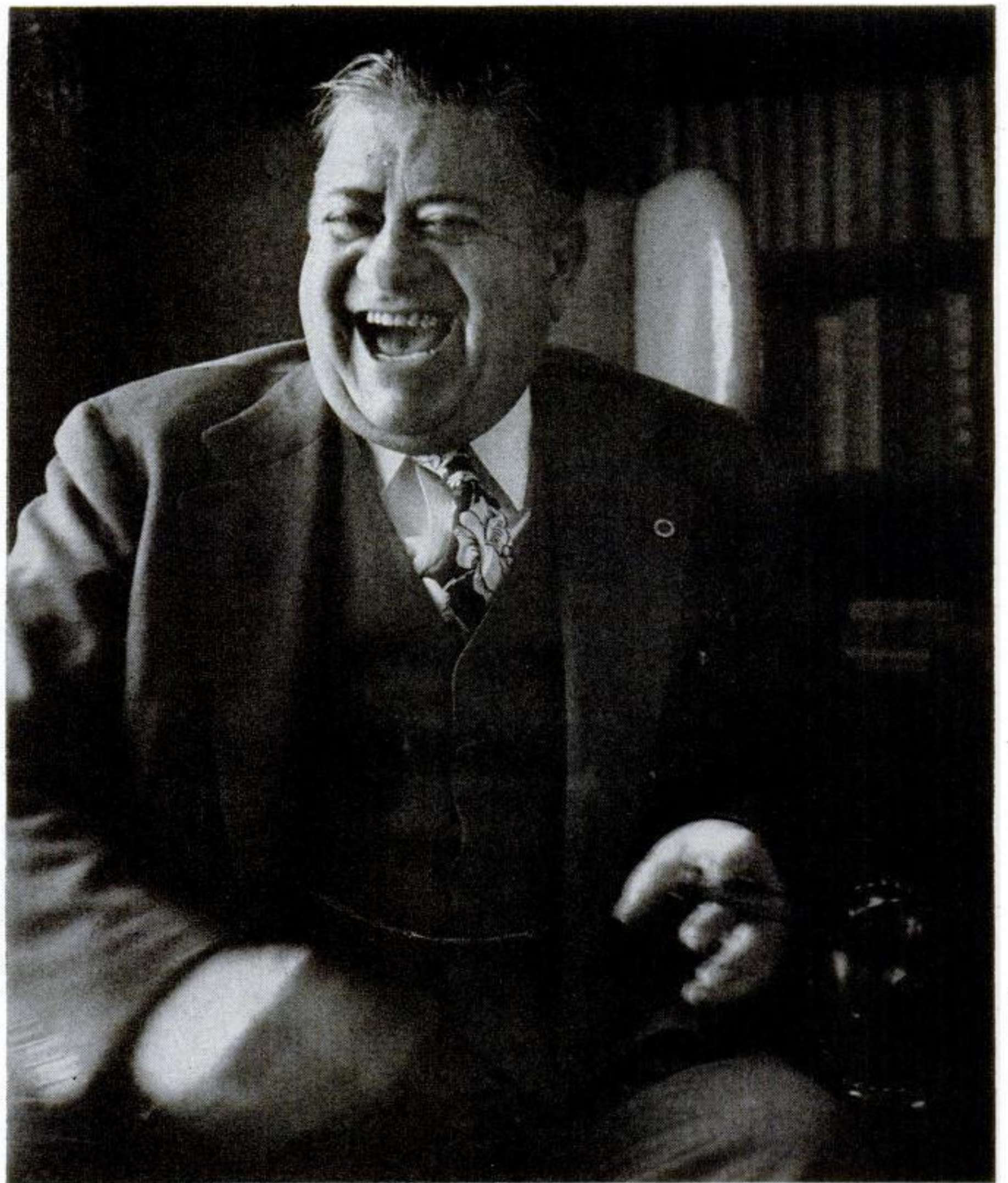
CAMPAIGN MANAGER William J. Hamilton Jr. bosses Philadelphia's big, sprawling 21st Ward. Long an organization man, he was fired from state job after a split over the Philadelphia leadership.



BRAINS of Duff's organization in Philadelphia is Morton Witkin, criminal lawyer, former state legislator, president of County Commissioners and boss of the 13th Ward in Philadelphia's old "Tenderloin."



IN A DARK, SMOKE-FILLED ROOM AT HOTEL HERSHEY, DUFF COUNTY LEADERS PICK THEIR TICKET



GOOD SOLDIER Lloyd H. Wood, a lawyer and turkey farmer, was a leading candidate for the governorship on Duff's ticket. In state senate he had gone down the line for Duff program. But when the Hershey Hotel conference (*top of page*) decided on Fine, Wood stepped aside and agreed to run for lieutenant governor.

Duff's Men

He has some hardened professionals on his side

As Pennsylvania politics go, Jim Duff was an accident. He was picked by Grundy leaders in 1946 when they could not agree on anyone else. Duff was then state's attorney general. He had a long history of Republican progressivism, but in 1946 the machine considered him a safe man.

This was a gross miscalculation. Governor Duff had barely taken his oath before he was in a brawl with the organization. He wanted to rid the streams of industrial pollution, which would prove expensive to pro-Grundy industrialists. An old Bull Mooser, he wanted to do big things for Pennsylvania's schools, mental hospitals and highways. This meant more taxes but, since Pennsylvania was third richest state with 11th lowest per capita tax load, Duff decided it could afford it.

The machine kept protesting. When Duff wanted to postpone a tax exemption his predecessor had wangled for manufacturers, Grundy men came screaming to Harrisburg. "If you think," Duff thundered, "I'm going to give you a free seat in the grandstand when I'm raising

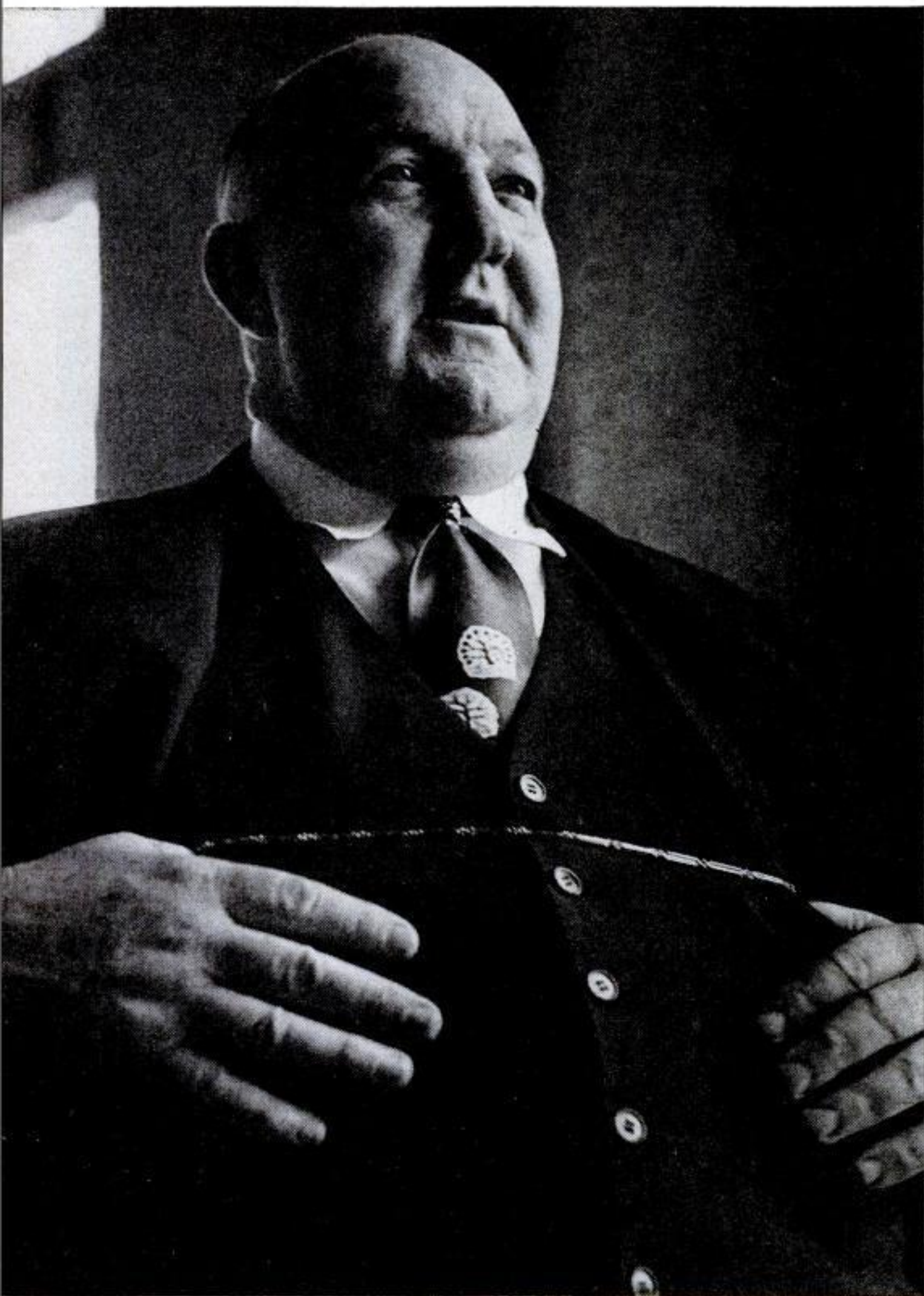
the price of the bleacher seats, you're crazy."

Grundy declared open war. In the 1948 Republican convention, when Duff wanted Eisenhower or Vandenberg, Grundy plumped for Dewey. When Dewey won, Duff seemed lost. Then Dewey failed in November and washed out the machine's dreams of control of Pennsylvania's federal jobs. Saved from political death, Duff set about to use his control of state jobs to turn county leaders against the machine. Friends urged him to enter a ticket in the 1950 primary that would reflect his liberal vision, find a place on it for his young secretary of commerce, Theodore Roosevelt III. But Duff knew that in Pennsylvania politics were not played that way. He dropped Roosevelt and picked candidates more to the taste of professionals.

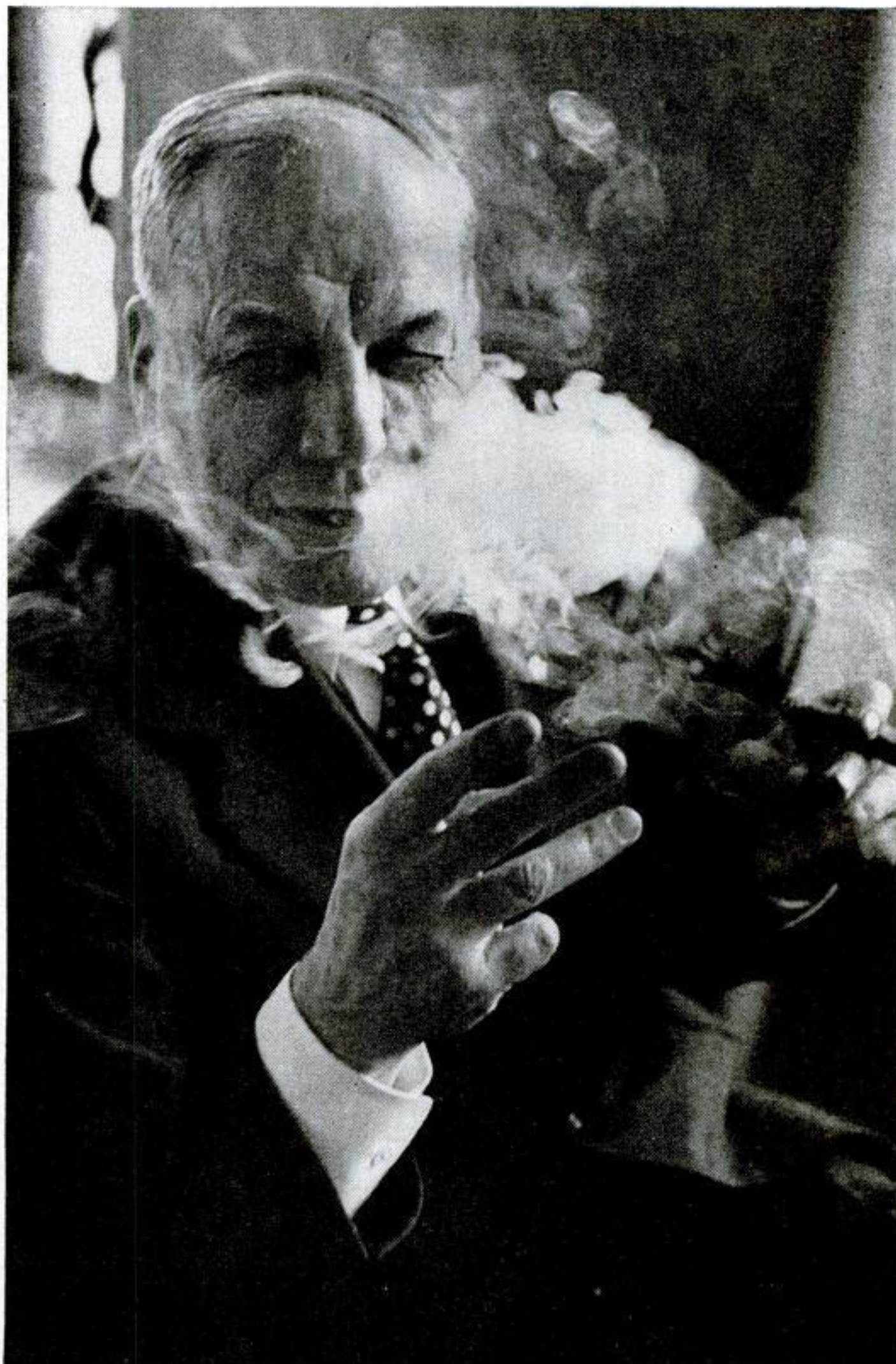
County leaders had little stomach for a total war between Duff and Grundy, but by careful tactics Duff rallied 42 out of 67 leaders, including those from most big counties. Grundy was slow to react and the machine was being hit where it hurt most—in the wards and precincts.



THEODORE ROOSEVELT III is grandson of T. R. and Duff's secretary of commerce. Duff would have put him on the ticket if he had not needed solid professional backing in his fight with the machine.



OLD PRO, Sheriff Austin Meehan, is boss of "independent" 35th Ward, top operator in Duff's Philadelphia triumvirate and a professional politician to the last fold in his large paunch. He has been Duff's leader since fight with Grundy began, backed him in opposing Dewey. Meehan is extremely popular in precincts.



MAIN LINE BOSS of rich suburban Montgomery County, where Oilman Joseph N. Pew, once an active organization leader, makes his home, is Frederick C. Peters, chairman of the board of county commissioners. He was one of organizers of the six meetings in which Duff mobilized his forces for his fight with Grundy.

POLITICS CONTINUED



GRUNDY FIELD GENERAL in western Pennsylvania is Roger W. Rowland, tilemaker. When he showed up unexpectedly at a rally for Jay Cooke, Grundy men took it as a signal that Cooke was in.



DUFF'S FRIEND, James F. Malone Jr., the governor's insurance commissioner and long-time associate, found his personal loyalties ripped by party break, went along with Grundy on the governorship.



DECOY in Grundy strategy was colorless Congressman John C. Kunkel, put up as a candidate against Duff for Senate. Theory was that Duff might yield on governorship if Kunkel withdrew. Duff wouldn't.



FOR GOVERNOR on Grundy ticket is Philadelphia Investment Banker Jay Cooke. He went against Grundy in 1948 to support Stassen but now he is back in the organization. Biggest political asset is a

double war record. He was gassed in the first, lost an eye in second world war. This portrait was made at annual P.M.A. lunch, one of increasingly rare occasions when organization gets a chance to see Grundy.

Grundy's Boys

They no longer see much of the boss

Ever since James G. Blaine's unsuccessful campaign for the presidency in 1884, Joe Grundy has gone out into the precincts on election morning with his "window book" of registered voters and shepherded the right ones to the polls. Only twice has he missed. In 1896 he was in Europe and as he recalls, "McKinley was such a cinch I didn't think it necessary to inconvenience my family by returning." He missed again last year because age had finally overtaken him, and for the first time in 50 years the Democrats elected some local officials in his home town of Bristol.

Grundy took control of the Pennsylvania machine in 1922, after Boies Penrose's death, by deserting his own candidate and throwing his votes to an independent who, having won, became Grundy's man. Long before organized labor thought of it, Grundy discovered political action. In 1909 he had organized the Pennsylvania Manufacturers' Association and found it a ready source of political contributions. Each member of P.M.A. (now 8,000 strong) was a power in his own community, as were the agents of its insurance companies. So Grundy put them to work where politics begins—in the precincts—and gave the machine a rock-bottom permanence.

Today old Joe Grundy operates through G. Mason Owlett, his successor as head of P.M.A. Owlett consults the boss on every detail, but since Grundy's hearing has failed and he scorns such modern gadgets as hearing aids, he gets many impressions spoon-fed through Owlett. Caught napping by Duff's moves to corral the county leaders, Grundy first tried to bait Duff out of the fight. When that failed, the machine spurred forward and endorsed a respectable banker, Jay Cooke, for governor. Grundy has now committed all his resources to the governorship fight. On primary day queasy Duff leaders, anxious to cover their bets, will have an opportunity to trade Cooke votes for Duff votes and the fight could end with Duff on the way to Washington and Grundy's candidate on the way to Harrisburg. The machine would consider that a good deal.

Even if it loses both posts, the Grundy machine can keep fighting. To scotch it Duff will have to win in November (possibly with small support from the Grundy organization) and gain control of the state's delegation to the 1952 Republican presidential convention. Only then will national leaders fully recognize that Grundy is no longer boss and that Duff is.

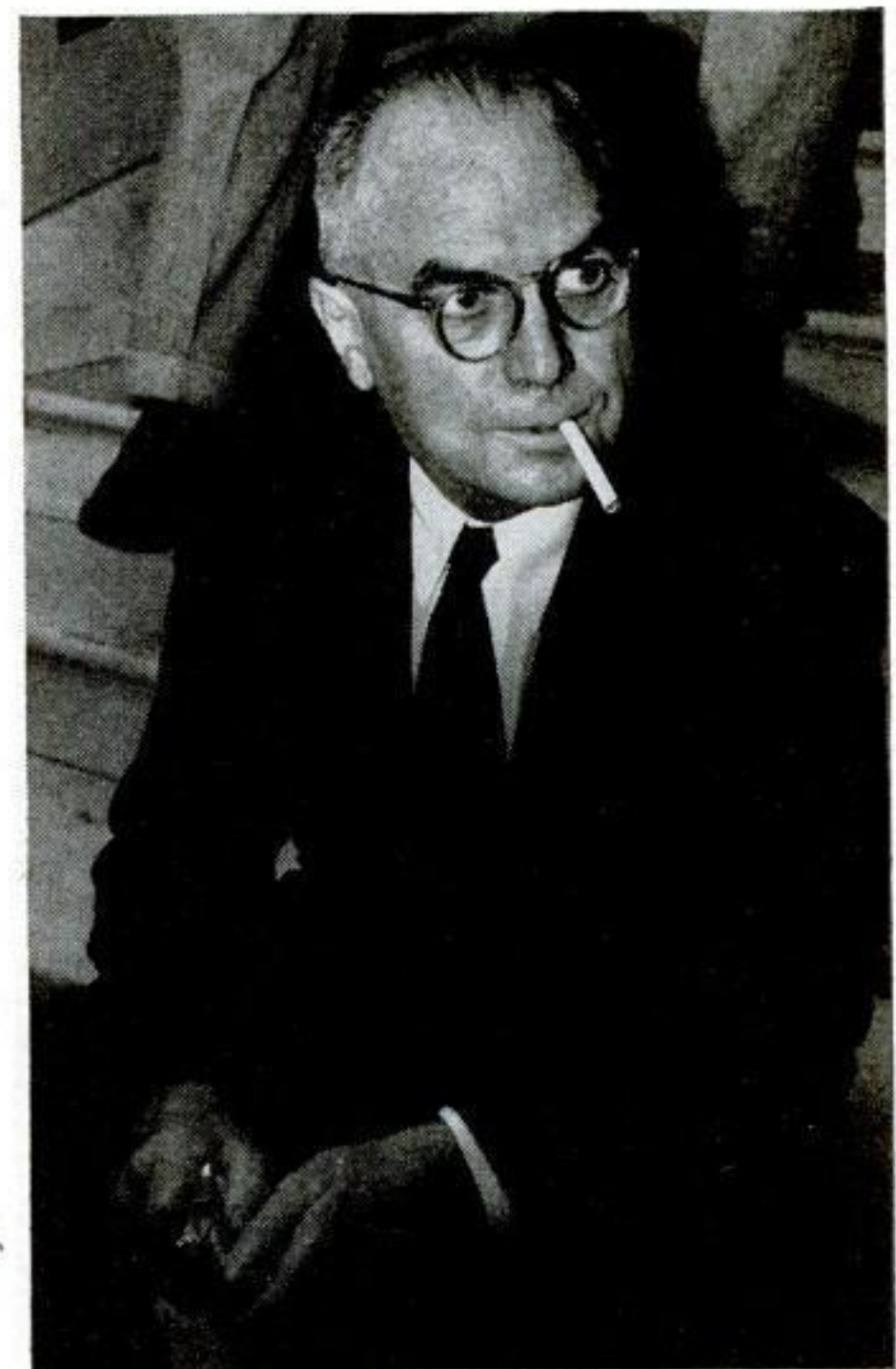


CHIEF OF STAFF G. Mason Owlett leans over to chat with Grundy. Grundy's successor as the president of the P.M.A., Owlett makes no independent decisions but exercises great influence over aged boss.



FRONT MAN of Grundy machine is Senator Edward Martin, World War I hero and Duff's predecessor as governor. He has spent four years in the Senate, does not face re-election until 1952. Professional

politician and officeholder, he was given key job of nominating Dewey in 1948 convention and throwing pressure on Duff delegates. The move succeeded. Grundy won majority of Pennsylvania's delegates.



VOICE of machine is T. P. O'Neill, once top political reporter for New Dealing Philadelphia *Record*. He joined P.M.A. as public relations man when the *Record* folded. Duff says his heart isn't in his work.



A POLITICAL WHIRLWIND, Judge Michael A. Musmanno of Pittsburgh bulled way onto Democratic ticket for lieutenant governor by threatening to run for governor. Party bosses did not want him

but feared loss of Italian vote. A Navy captain in World War II and judge at Nuremberg war crimes trials, Judge Musmanno has written six books, was coauthor of *Black Fury*, which was made into film.

POLITICS CONTINUED



U.S. SENATE WHIP Francis Myers rode to office on Roosevelt's coattails in 1944. Quiet, unspectacular, Myers would much rather run against Grundy candidate in November election than against Duff.

The Democrats

They have hopes of cashing in on Republican fight

Pennsylvania Democrats also have a political machine, bossed by the grim gentleman on opposite page, Mayor David L. Lawrence of Pittsburgh. Because of the deep roots of the Republican party, the Democrats are almost a historical minority. Only twice in the past 64 years have they been able to elect a governor, the last time in 1934 when Roosevelt's rising popularity broke through the off year cycle.

F.D.R. almost changed the political pattern in Pennsylvania. Each time he ran except the first, he swept the state, carrying two senators, Joseph F. Guffey and incumbent Francis J. Myers with him. Roosevelt drew his strength in Pennsylvania from solidly organized labor. But

the Democratic machine and C.I.O.-A.F. of L. leaders who support it were never able to deliver the potential labor vote without him. Except in 1934, the Grundy machine came back in the off years and elected its candidates.

This year, stimulated by the Republican fight and by their spectacular victory in the Philadelphia elections last fall, Pennsylvania Democrats smell blood. Nevertheless, Democratic National Chairman Bill Boyle and prophetic Statistician Louis Bean—who assume Duff will win in the primary—have sufficient respect for Pennsylvania's Republican tradition and machine to concede a better than even chance that Pennsylvania will remain Republican this year.



STATE CHAIRMAN Maurice Splain Jr. was Myers' top assistant until this spring. Big wheel in the Fraternal Order of Eagles, his job is to try to save Fair Deal Senate seat by playing to "joiner" vote.

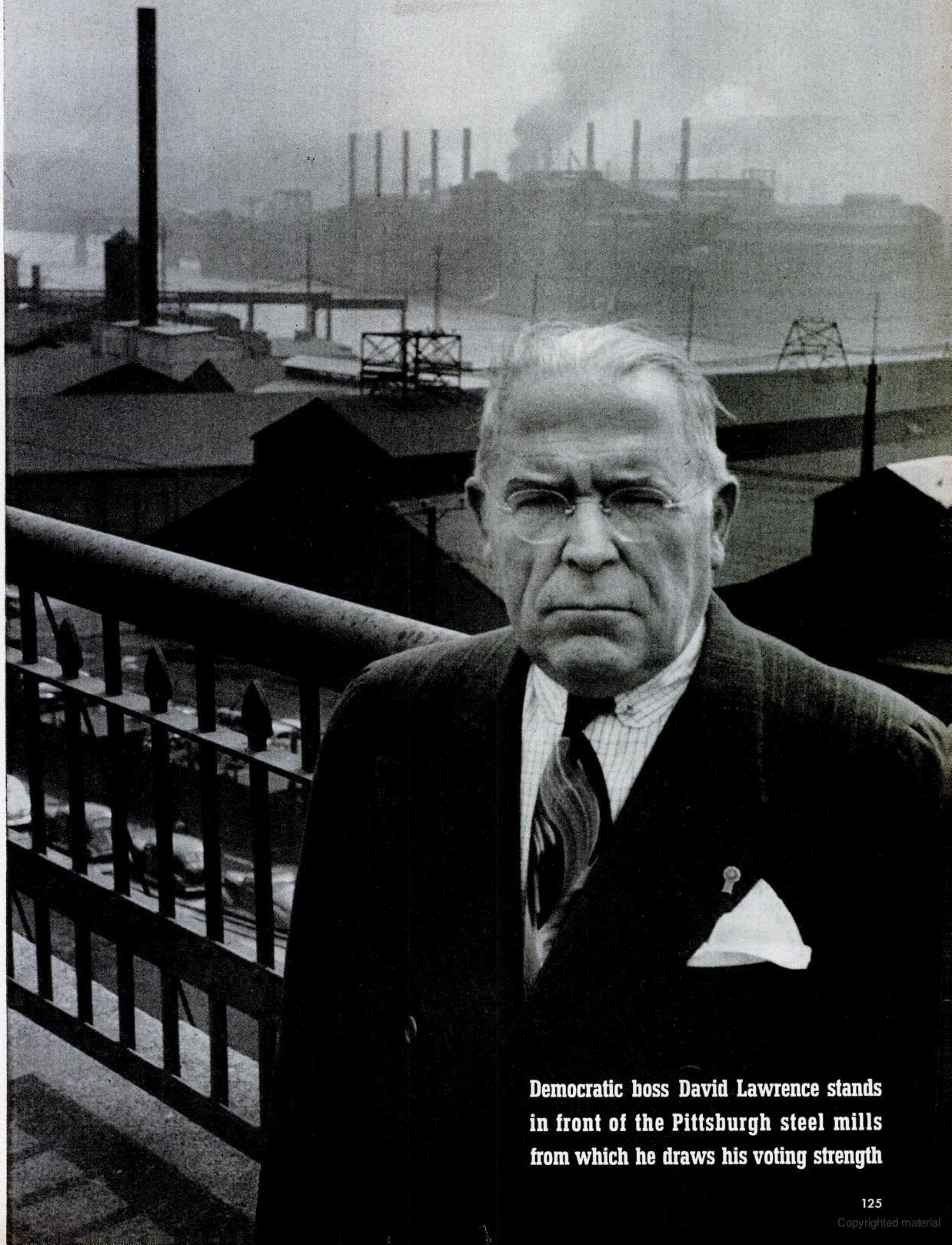


BIBLE BELT POLITICIAN, State Senator Frank Ruth, 61, father of 10 children and pastor of five Reformed Church congregations, was picked for lieutenant governor by Democratic leaders impressed

by his strength in rural areas. When Musmanno insisted he have second place on the ticket, Ruth agreed to run for secretary of internal affairs. A strict Dutch Reformist, he refuses to talk politics on Sunday.



WHITE HOPE of Democrats is candidate for governor, Richardson Dilworth, first Democrat to be elected treasurer of Philadelphia in 12 years. Dilworth makes his best campaign pitch at street rallies.



**Democratic boss David Lawrence stands
in front of the Pittsburgh steel mills
from which he draws his voting strength**

ABOUT NEXT WEEK'S

LIFE

In the little village of Prades, shaded by the low slopes of the Pyrenees in southern France, lives a 73-year-old Spanish musician named Pablo Casals. To musicians and students of music throughout the world, Pablo Casals is a revered figure—cellist, theorist, composer, conductor and the greatest living interpreter of Bach. Casals himself looks upon his musical ability as a gift from God. Since March 1947 he has steadfastly refused to play anywhere except in his little village. This is his protest against the world that has permitted Franco to remain as dictator of his beloved country. Next week, in exclusive photographs by Gjon Mili, LIFE will take you on a visit to Casals and his neighbors and explain how it came about that this master musician is now rehearsing for a public appearance once more—one which will bring music lovers from all over the world to tiny Prades to hear one of the century's most extraordinary musicians for perhaps a last time.

A very different kind of personality will appear on LIFE's cover next week. She will be Miami Model Ava Hall, one of the young ladies pictured on the right, and she will herald LIFE's annual preview of summer beach fashions. Two pages of this six-page beach fashion story will be in LIFE's improved, faithful, full color.

In color also next week LIFE will show you Paris in the very Gay '90s. That period and its people will come to life next week in the paintings of Henri de Toulouse-Lautrec, the gnomelike little man shown on the right, who lived for a time in a brothel because everywhere else he was treated with contempt.

These are only a few of the interesting personalities you will meet in LIFE next week. In hundreds of other photographs readers will meet others—great, near great, and little known. They will be in LIFE for achievements as significant as perfecting an artificial heart, or for actions as curious as keeping a 10-foot python in a bathtub. All will be there because to LIFE's editors, as well as to LIFE's readers, people are the most fascinating creatures on earth.

ANDREW HEISKELL *Publisher*



WORLD'S GREATEST CELLIST



ONE IS "LIFE'S" COVER GIRL



THE LITTLE MAN KNEW PARIS

Only Greyhound gives you all these travel features ...



Time-Saving Business Trips

You can save hours on many trips—because of Greyhound's high-frequency schedules and straight-through service. Cover more ground—and relax while you do it—traveling by Greyhound!



Your Choice of Scenic Routes

Almost all of America's natural wonders and beauty spots are best reached by highway... best seen from Greyhound SuperCoaches, which follow the Nation's most famous highways.



Amazing America Tours

They're fascinating! They're fun! They cost less! Greyhound Expense-Paid Tours of *This Amazing America* are complete vacations or shorter pleasure trips—planned in advance, by experts.



Express and Limited Schedules

To get you there faster, Greyhound provides Express and Limited schedules over many routes, direct to major cities or resort areas. Luxury at lowest cost!



Nationwide Coverage

A single Greyhound ticket can take you up, down, across, or completely around this Country—into Canada or Mexico! Greyhound alone serves all 48 States.



Charter Coaches for Your Group

From doorstep to doorstep, a Chartered Greyhound will keep your congenial crowd together on any excursion, to convention, sports event, or other attraction.



Extra-Big Savings on Round-Trip Fares!

Everyone knows that Greyhound fares are amazingly low—but do you realize that Greyhound round-trip rates offer especially big savings—as much as 20 to 40 percent of the return cost of your trip—sometimes more?



Easychair Comfort

Slide into a soft-cushioned Greyhound easychair... and relax! SuperCoaches are tops in smooth-riding comfort—thousands of them are fully air-conditioned.



GREYHOUND

A LOT MORE TRAVEL for A LOT LESS MONEY

at great big savings!

There's just one transportation system that can offer you *all* the important travel features illustrated on this page... and that's *Greyhound!*

It's a fact that Greyhound gives you ultra-frequent, convenient schedules to all parts of America—at surprisingly low fares. But only Greyhound can provide all these *extra* features (and others, too)... proving itself just about the most complete and well-rounded travel service in the Land! Look over these advantages—and remember them the next time you plan a trip for yourself, your family, your club, or special group. And whenever you spend your good money for trips anywhere, make certain you get the best features of modern travel, *going Greyhound!*

FREE! ILLUSTRATED FULL-COLOR MAP "GAY DAYS AROUND AMERICA"

Mail this coupon to AMERICA CELEBRATES, Box 821, Chicago 90, Ill., for this very attractive wall-size map and informative travel folder.

NAME _____
ADDRESS _____
CITY _____ STATE _____ L-5-50

INVESTIGATE

before you invest in house paint

SWP HOUSE PAINT
is **WEATHERED*** for your protection against..

... PROTECTION AGAINST

- Excessive Loss of Gloss
- High Dirt Collection
- Uncontrolled Chalking
- Checking and Cracking
- Rapid Erosion
- Color Fading
- Industrial Fumes†

*Every drop of SWP House Paint is **WEATHERED** for its ability to resist *all* these destructive factors before it is permitted to bear the Sherwin-Williams Label.

† Special SWP for certain areas



Painting your house means an investment in home improvement that justifies your most careful consideration. You want beauty and protection that lasts . . . not frequent and costly repainting. The best house paint you can buy will be the most economical in the long run . . . four or five years from now. That's why SWP House Paint is **WEATHERED*** to fight off deterioration . . . to give extra beauty and protection. All Sherwin-Williams paint products must pass grueling tests to earn the Sherwin-Williams Label. To get the most value for your paint dollar, see a nearby Sherwin-Williams Dealer . . . look for the famous "Cover-the-Earth" sign. He'll be glad to recommend a reliable painter, if you wish. And be sure to ask him for your free copy of the Sherwin-Williams "Home Decorator" . . . a colorful 32-page illustrated book filled with exciting home decorating ideas and complete information about SWP House Paint.

IT PAYS TO PAINT WITH **SHERWIN-WILLIAMS**
... Inside and Out

SEE YOUR NEARBY **SHERWIN-WILLIAMS DEALER**

SHERWIN-WILLIAMS
AND ITS ALLIED COMPANIES LEAD
THE WORLD IN PAINT RESEARCH



THE HARD LIFE OF A BASEBALL STAR: THERE IS DESPERATION IN JACKIE ROBINSON'S SMILE AS HE FACES MOB OF AUTOGRAPH HUNTERS OUTSIDE EBBETS FIELD



THE EASY LIFE of a film star: Jackie sits back comfortably in the California sun studying lines in script.

JACKIE ROBINSON'S DOUBLE PLAY

He stars in new season's baseball games and in movie of his own life

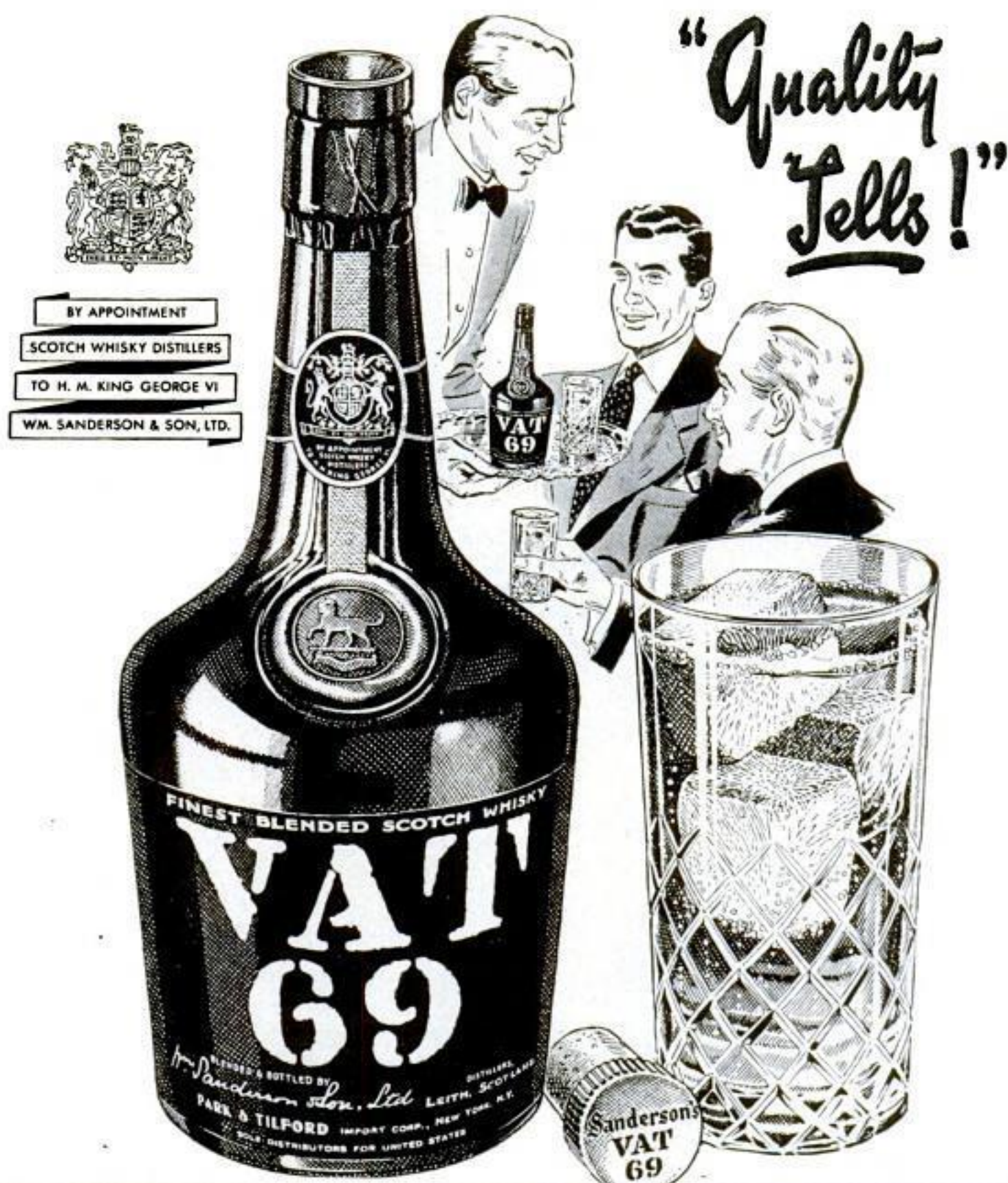
Previous baseball heroes—Lou Gehrig, Babe Ruth, Monty Stratton—have had to wait till they were past their prime or dead before movies were made about them, and actors had to be taught laboriously to copy their stances and swings. But Jackie Robinson (*see cover*) is having his story told by Hollywood while he is still one of the best players in baseball. And Jackie does not need any actor to copy him; he has gone out and played himself.

Jackie went to the West Coast just before spring training this year. It wasn't his first visit to California—he had grown up there, delivered papers on a Pasadena street route and played football for U.C.L.A. It wasn't even his first contact with the motion picture studios, for he had been a messenger boy at Warner Brothers in 1939. He fitted into his new role as film star with the same easygoing

grace and cold determination that have carried him through his whole career. The career itself—how he grew up as a poor kid wild about baseball, how he played in a Negro league for next to nothing, how Branch Rickey picked him to break down the color line in the big leagues, how he did it and made himself something of a national hero in the process—makes for an exciting and heart-warming story, which the movie tells creditably for a low-budget production. Jackie Robinson plays it with the natural charm of a born screen personality.

The movie completed, Jackie went back to his spring training and started off the new season in his usual style: batting .455 the first week. The only reminder of his Hollywood career is an occasional taunt from a fan when he takes a called strike: "What are you waiting for, Jackie, the cameras?"

In the finest *Clubs* throughout the world, a *preferred* Scotch—because



PARK & TILFORD IMPORT CORP., NEW YORK • BLENDED SCOTCH WHISKY • 86.8 PROOF



Sensational New
Motor Bike **WHIZZER**
SPORTSMAN

Up to 100 Miles per Gallon—40 m.p.h.!

Here's riding fun, twenty miles for a nickel! Powered by Whizzer's great new 3 h.p., 138 c.c., 4-cycle motor. Big, comfortable frame, 20" wheels for riding comfort and stability. Sportsman is America's finest light motorbike. See it now, at your dealer's!

\$239⁵⁰

Plus Tax,
F.O.B. Pontiac

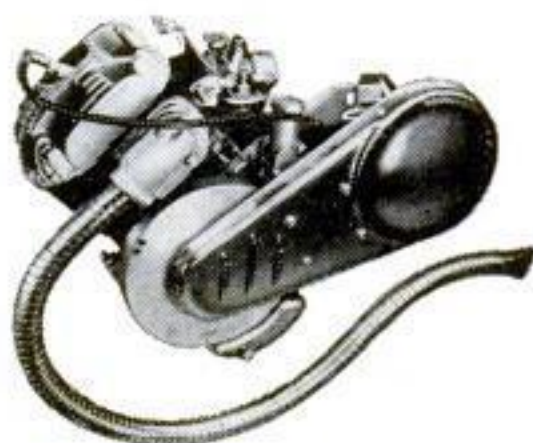
ALSO NEW, BIG 3 H.P. MOTOR FOR YOUR BIKE! Mount Whizzer on any man-sized bike and purr along roadways with comfort, economy, and pleasure! Air-cooled, 4-cycle, precision-built!

\$109⁹⁷
F.O.B. Pontiac

WHIZZER MOTOR COMPANY
326 S. SANFORD ST., PONTIAC, MICHIGAN

- ★ Big new Whizzer 3 horsepower motor
- ★ 2-Speed automatic transmission
- ★ Kick starter
- ★ Large, auto type brakes

*Ride one
and you'll buy one!*



Jackie Robinson CONTINUED

JACKIE IN THE FILM



TAUNTED BY FANS during his first season in a hitherto all-white league, Jackie in the movie sits glumly while men toss a black cat on the field, calling, "Here's your brother." Jackie feeds cat, gets the crowd to cheer for him.



HOW TO HOLD THE BAT is explained to Jackie by movie's director, Al Green. Carrying of these particular coals to Newcastle is explained by the fact that movie batters have to let the cameras get a good look at the catcher.

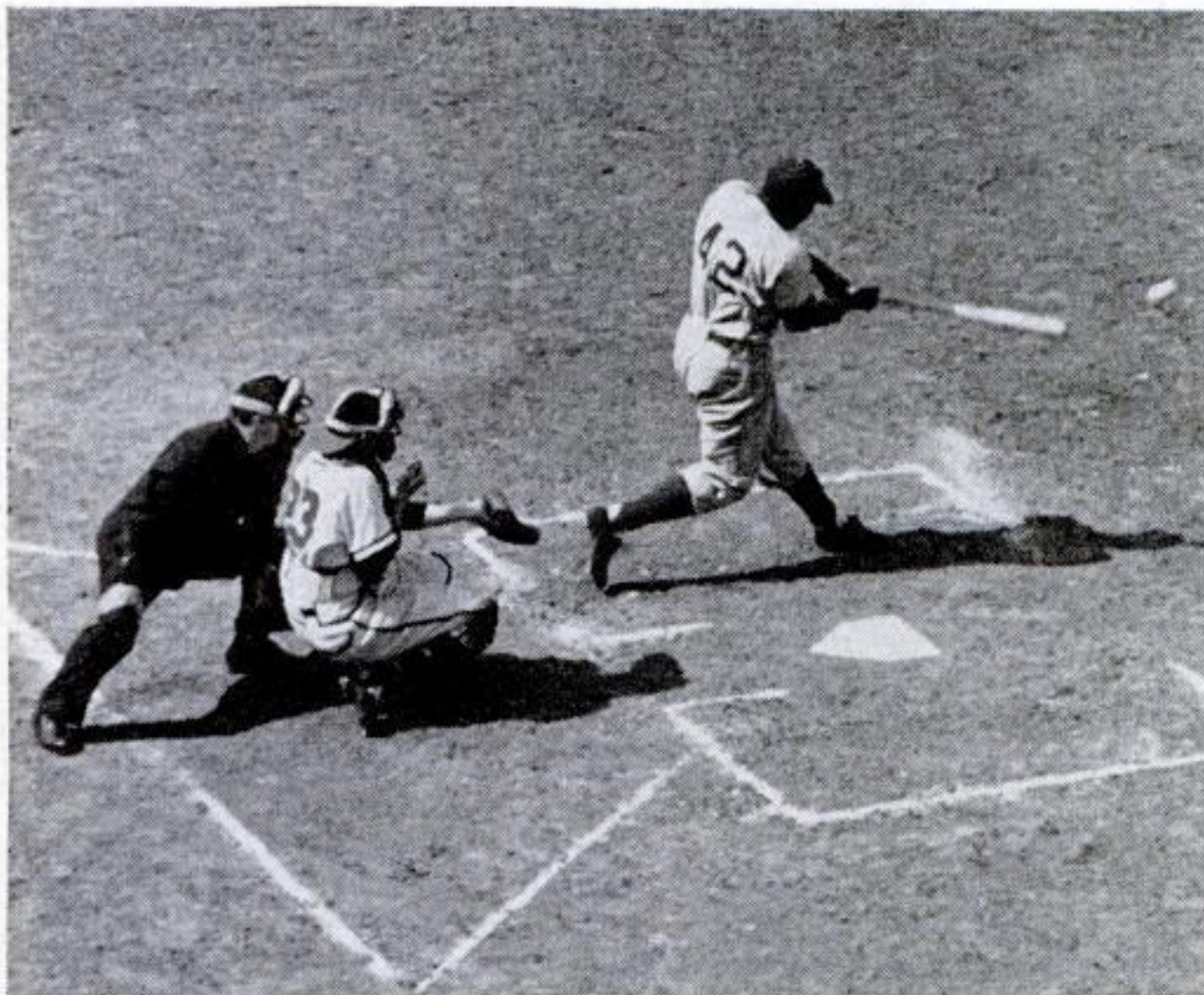


HITTING THE DIRT as he slides into a base, Jackie loses his hat. Though he was considerably overweight while the movie was being produced, he runs, slides and steals bases on the screen in his best and fastest major-league style.

JACKIE IN THE FIELD



TAUNTING THE UMPIRE at Ebbets Field in early season game, Jackie lets off normal player's steam. During first year at Brooklyn he studiously tried to keep out of all quarrels, to avoid any excuse for interracial friction.



HOLDING BAT HIS OWN WAY, he gets off a solid base hit as he helps the Dodgers win their second game, 3-0, against the Boston Braves. Jackie got a double and two singles in three times at bat in this game, drove in one run.



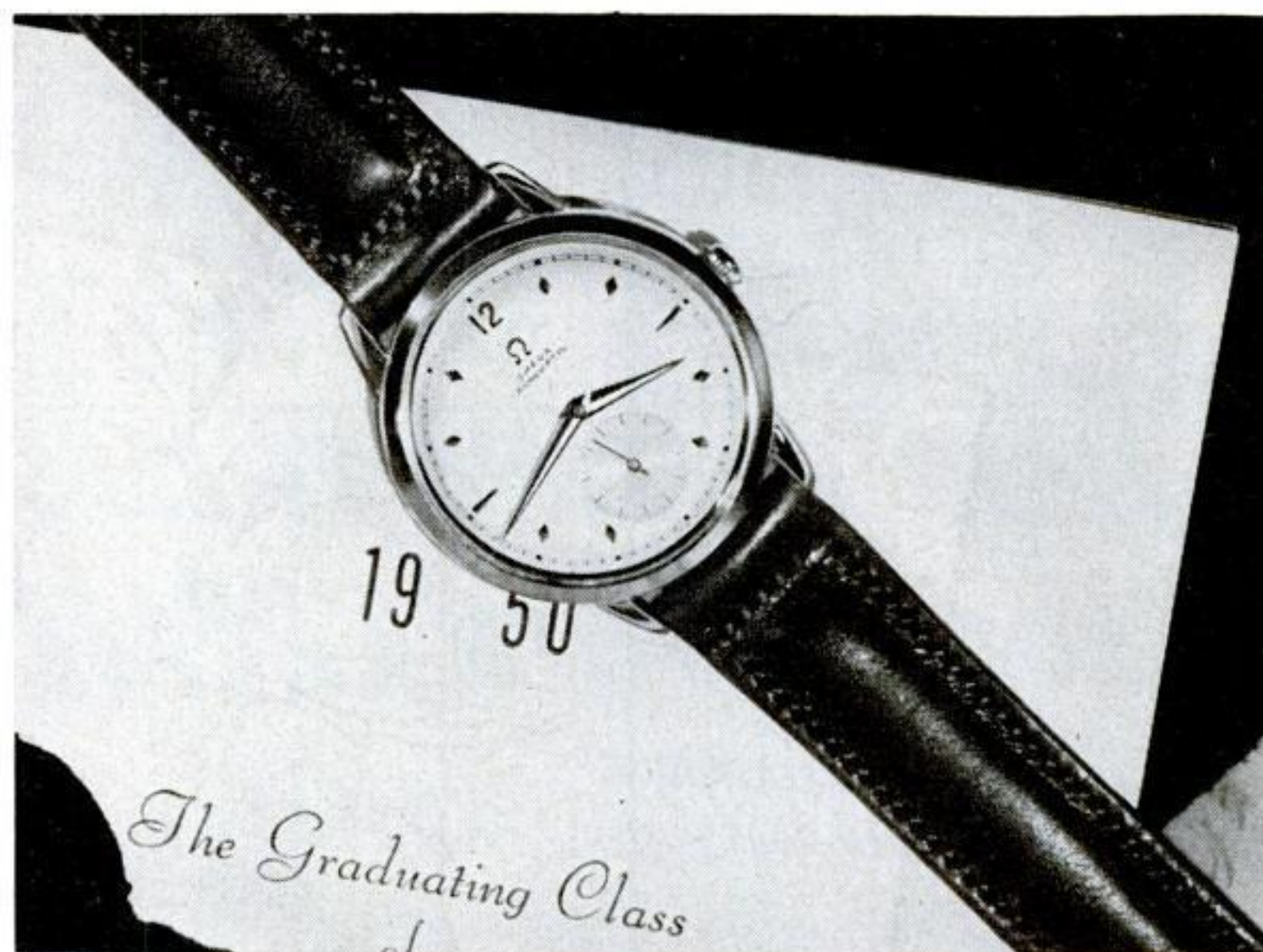
SLIDING INTO HOME PLATE past Philadelphia Catcher Andy Seminick, he loses his hat but scores one of Brooklyn's seven runs in a victory over the Phillies. In the first six games, Jackie scored four runs, batted seven others in.

CONTINUED ON NEXT PAGE

Ω HIS WATCH— MOST PRIZED OF ALL

AT GRADUATION . . . most prized of all gifts is the watch, symbol of accomplishment, of leadership to come. Omega is your choice for him (or her) . . . for Omega is acclaimed the most accurate, the most trustworthy of timepieces, contributes so much to a young person's poise and confidence.

The accuracy of Omega's highly precise Swiss movement has never been excelled. Its beauty too is matchless, for Omega enjoys world-wide reputation as the leading watch stylist. Omega's century-long fame for integrity and workmanship . . . and its most dependable performance . . . prove Omega to be the *value* without rival among watches today.



Shown: the famed OMEGA AUTOMATIC, gold-filled, with 18K gold applied-figure dial; thinnest self-winding watch in the world, \$71.50; 14K gold, \$175 F.T.I. Other Omega men's and women's watches, from \$60. F.T.I.

SOLD AND SERVICED AT FINE JEWELERS ALL OVER THE WORLD.

OMEGA

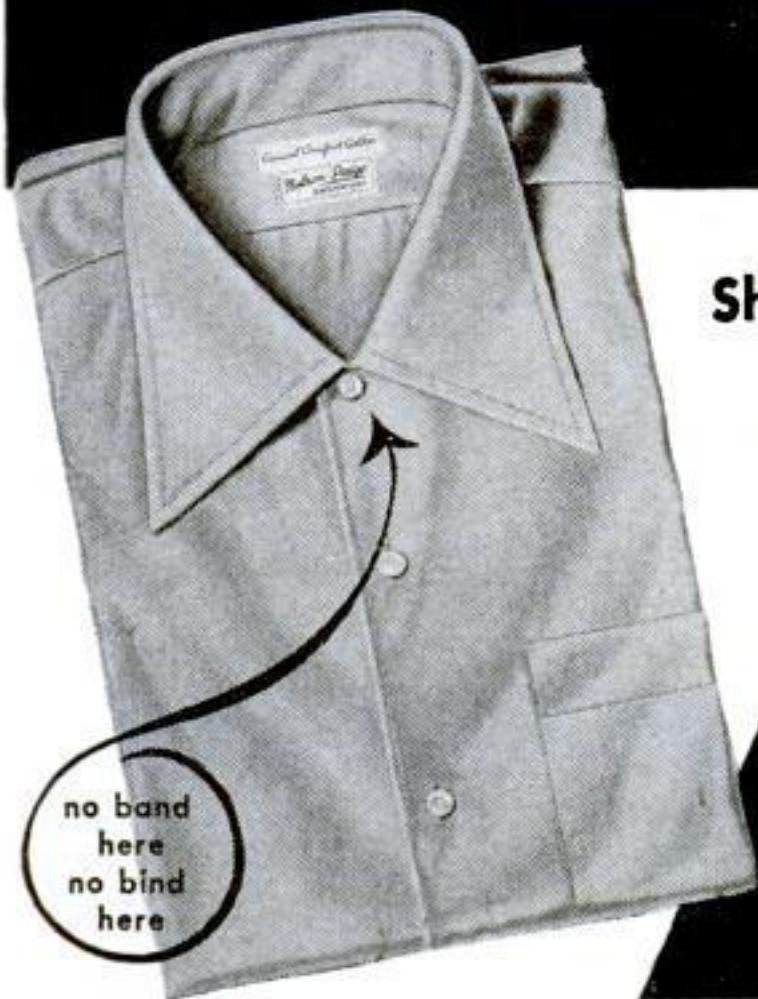
FIFTH AVENUE • NEW YORK



.....no girl **hugs**
a man who **tugs**



wear the
**VANISHING
BAND**



...in Casual Comfort Collar
Shirts by Nelson-Paige

The Vanishing Neckband tapers off to nothing in front, frees your Adam's Apple of pressure! You'll enjoy dress-shirt smartness with sport-shirt comfort! White and pastel tones in cool phantom-weights, \$2.95 and \$3.65; in fine high-count broadcloth, \$3.95.

Nelson-Paige

CREATIVE SHIRTMAKER

If not at your dealer, write Mylish, Mann & Drucker, Inc., 12 South 12th Street, Phila. 7, Pa.

ATHLETE'S FOOT

Dr. Scholl's Fast Relief and Healing Aid!

Don't wait! Get Dr. Scholl's SOLVEX today! This famous prescription of Dr. Scholl's quickly relieves itching, kills fungi of Athlete's Foot on contact, aids rapid healing of red, raw, cracked or peeling skin. Insist on Dr. Scholl's SOLVEX. In Liquid, Ointment or Powder form.



Dr. Scholl's SOLVEX

**FOR BEST RESULTS
SHAVE WITH..**



No brush
No lather
No rub-in

**HAIR GETTING THIN?
THEN
GROOM IT WITH KREML**

**TO AVOID THAT GREASY LOOK-
KEEP SCALP MORE HYGIENIC!**

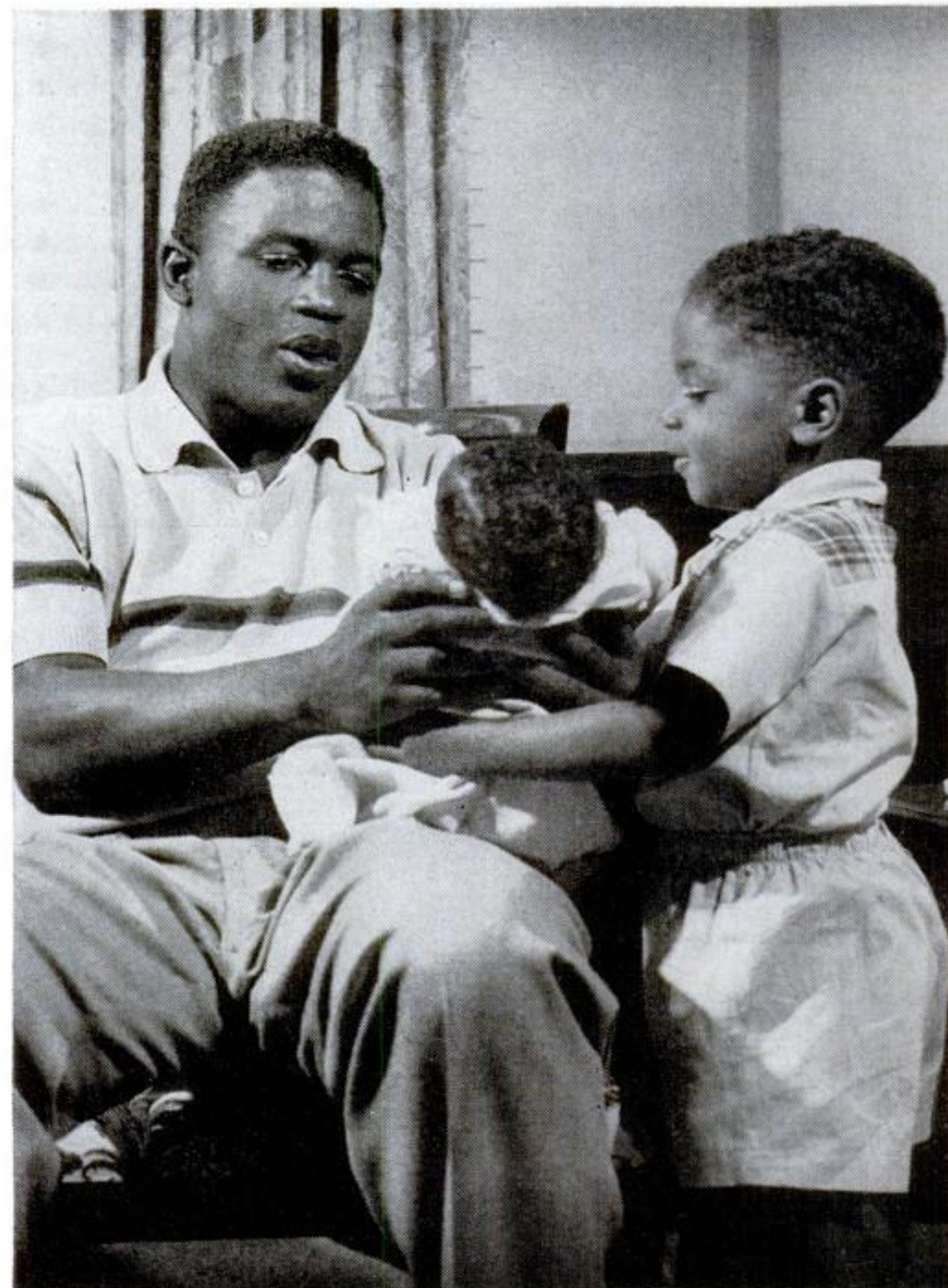
There's nothing better than Kreml to neatly groom thinning hair or sparse locks. Kreml doesn't look the least bit greasy, sticky or goeey. No dirt-catching film shows through on the scalp. Kreml always keeps hair and scalp looking and feeling so clean. AND SO VERY IMPORTANT—Kreml removes dandruff flakes (more noticeable with sparse hair); it lubricates a dry scalp, giving it a delightful tingle. Change to Kreml today.



KREML *Hair Tonic*



TWO WIVES join Jackie, in football togs, on set. The only time he was flustered during production was when his real-life wife Rae (center) came on set while he was playing a mildly romantic scene with his movie wife Ruby Dee.



TWO CHILDREN, Jackie Jr. and baby Sharon, keep Jackie busy at home. Jackie Jr. was a great favorite at the studio, kept getting bellyaches from the huge quantities of candy, gum and Cokes thrust on him by overfriendly crew.

CONTINUED ON PAGE 135



Miss Curity says: "Why use less than

Hospital Quality Adhesive Tape?"



Hospitals and doctors throughout the country use CURITY Adhesive.



"...Yes, Johnny, it is the same kind the Doctor uses"



See Miss CURITY at your drug store!



Curity

REG. U.S. PAT. OFF.

WET-PRUF* ADHESIVE TAPE

- It sticks!
- It's waterproofed!
- It's easier on the skin!
- It's hospital quality!



Look! Kiddies!
full color Punch-Outs
of Miss Curity -
Uniforms, Dresses,
Hospital Equipment.
Ask Your Druggist!



(BAUER & BLACK)

Division of The Kendall Company

*Reg. U. S. Pat. Off.

Curity
Gauze Bandages • Adhesive Tape
Handi-Tape • Absorbent Cotton
Cotton Picker* • Sterile Lisco* Pads

Over Half a Century of Adhesive Tape Leadership

ROSE CLASSIC

ROMANTIC ELEGANCE
IN A
COMPLETE NEW SERVICE
by
LIBBEY GLASS



From designer Freda Diamond—stemware and tumblers that match! Now you can use *both* on your table at once. It's so smart . . . so correct . . . so elegant!

Richly decorated in satin roses and 22K gold, "Rose Classic" is equally at home in modern or traditional settings. Luxurious . . . but ever so practical! You'll serve with it round the clock, because each glass has several uses. Rims are guaranteed: ("If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it.") And note the new functional design of the low-footed stemware. Both tumblers and stemware are gift-boxed . . . ideal for a bride!

Any matching set, 8 of a kind, boxed
Stemware \$5⁰⁰ Tumblers \$3⁰⁰

At leading stores everywhere

Prices slightly higher in the South and West



9 oz. Water or Beverage Goblet

5 oz. Parfait or Juice

6 oz. Sherbet or Champagne

4 oz. Cocktail or Wine

14 oz. Iced Tea or Cooler

10 oz. Beverage or Hi-Ball

9 oz. "Toddler" or Old-Fashioned

8 oz. Bowl or Dessert Dish

Copyright, 1950, Libbey Glass, Division of the Owens-Illinois Glass Company, Toledo 1, Ohio

*Easier Ironing
Smoother Looking*



Even The
Waistband Lining
Is Sanforized!

DICKIE'S keep their "just-bought" look and comfort-fit after many launderings. Seams lie flat, stitching doesn't pucker. Try a matched set ... see and feel the difference.

Write for Name of your Dickie's Dealer

Williamson-Dickie
Manufacturing Co.



New York Fort Worth Los Angeles

BATTLESHIP
ASBESTOS
ROOF COATING
SAVE 3/4 ON ROOFING

SALES VACANCIES FOR RELIABLE MEN •
PANTHER — Box 711, Fort Worth 3, Texas



OTIS

**UNDERWEAR
SPORTSWEAR
HOSIERY**
for MEN and BOYS

E-Z MILLS INC. EMPIRE STATE BLDG., NEW YORK 1, N.Y.

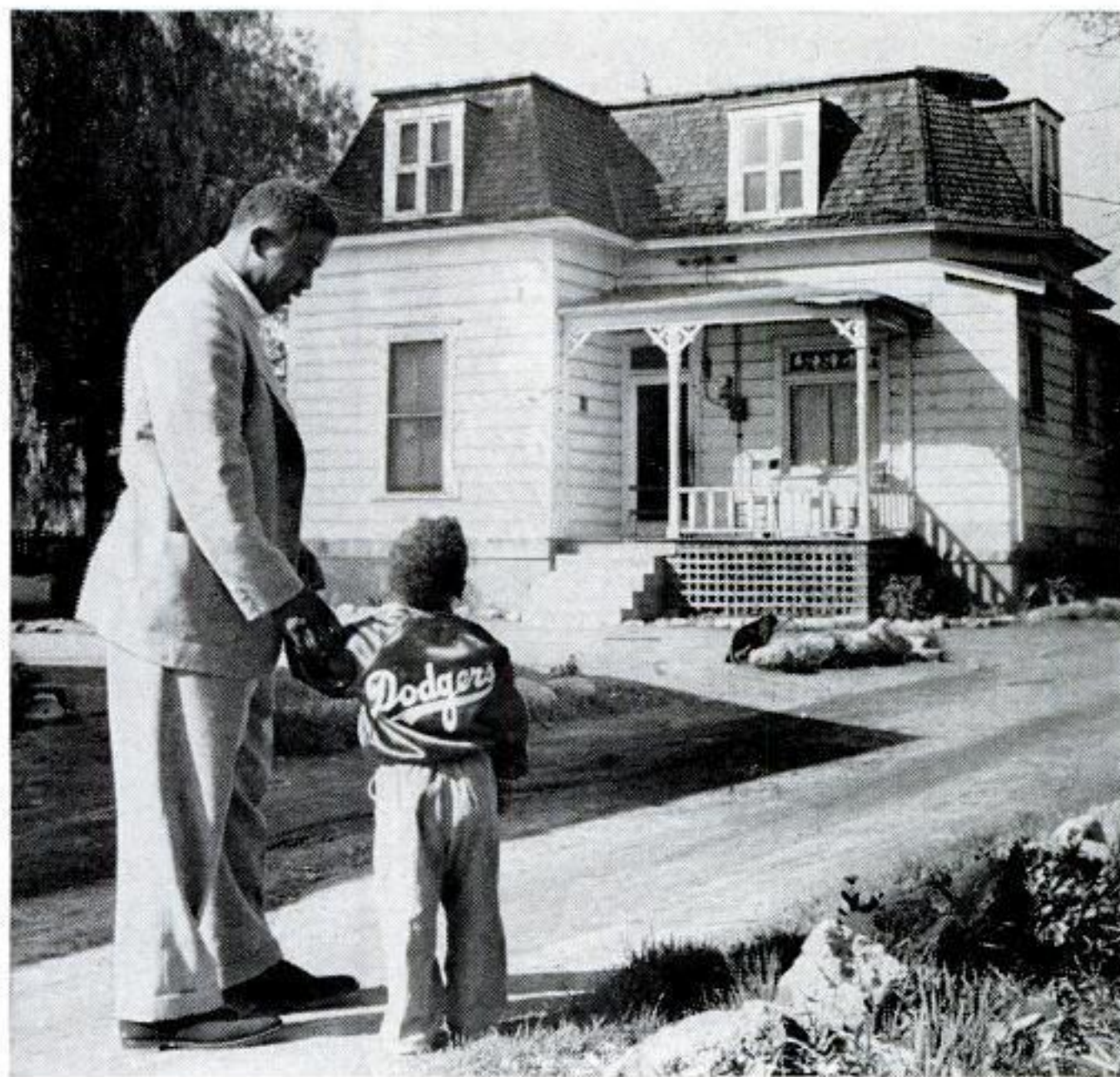
Yours as a Gift!
32 PAGE U.S.A. PAINT BOOK



Fun to color; educational to read. Just send 10 empty 5c PLANTERS PEANUTS bags, with your name and address, to
PLANTERS PEANUTS
DEPT. PBL: WILKES-BARRE, PA.

Jackie Robinson CONTINUED

HE REVISITS SOME OLD HAUNTS



THE ROBINSON HOME on Pepper Street, Pasadena, where Jackie spent his boyhood, is displayed to Jackie Jr., 3, during a break in film production.



THE ROBINSON SWING draws admiring looks in Brookside Park, where as a kid Jackie used to chase balls for the Chicago White Sox in spring training.



A GAME OF PINOCHLE reunites Jackie and old cronies of pre-Big League days at Los Angeles home of George Sevelle (left foreground), his wife's cousin.

ASK YOUR DEALER

Using too much oil?

Switch to...

PENNZOIL
Tough-Film
MOTOR OIL
100% PURE PENNSYLVANIA

SOUND YOUR Z

If you suspect you've been using too much oil, find out with your next oil change. Switch to Pennzoil, the 100% Pennsylvania oil that lasts longer, grade for grade.

Over 60,000 better dealers recommend Pennzoil—easy to find at the familiar yellow oval sign. Sound your Z for the genuine.



Member Penn. Grade Crude Oil Assn., Permit No. 2

TOUGH-FILM PENNZOIL® MOTOR OIL & LUBRICANTS
AT BETTER DEALERS... COAST TO COAST

discover new, amazing
shirt neatness and comfort

the new Van Heusen **CENTURY** Shirt

with the soft collar that

For the first time in your life, you can wear a shirt with a luxuriously soft collar that stays neat and wrinkle-free all 24 hours of the day!

Not fused, not starched—the soft collar of the sensational new Van Heusen Century is woven in one piece of special fabric . . . has no inner linings or layers to wrinkle and buckle.

But that's not all! The fold line of this remarkable collar is woven in by a new process so it can't be folded wrong. And it feels as soft as a fine linen handkerchief round your neck.

Perspiration won't wilt it . . . laundering won't hurt it . . . work won't wrinkle it. And the new Van Heusen Century has smart, low-setting Van Heusen "Comfort Contour" collar styling . . . tug proof pearl buttons.

Lab-tested fabrics, too—a new shirt free if your Van Heusen shrinks out of size. **\$3.95** and **\$4.95**

Phillips-Jones Corp., New York 1, N. Y., Makers of
Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



Ordinary collars
made in three pieces

Van Heusen Century
woven in one piece

The secret of the Century! Not three layers of cloth stitched together—but woven . . . actually woven in one piece. Has no lining—no fused or stitched layers to wrinkle, buckle, work apart. Even the fold line is woven in so it can't fold wrong . . . can't be ironed wrong.

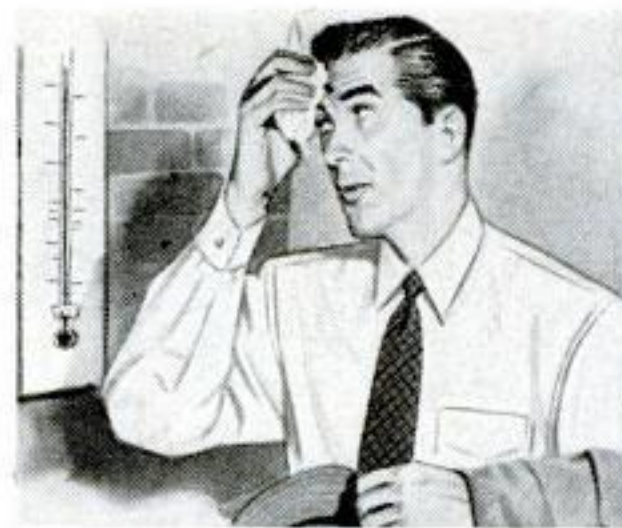
Van Heusen
"the world's smartest" shirts



REG. U. S. P. M.

Both qualities in two smart collar models, with single or French cuffs.
Regular: Van Heusen Century 100, **\$3.95**—Van Heusen Century 400, **\$4.95**.
Wide-spread: Van Heusen Century 200, **\$3.95**—Van Heusen Century 500, **\$4.95**.





Perspiration won't wilt it! New soft collar of Van Heusen Century keeps neat day thru night—*without starch!...without stays!* Woven in one piece...has no linings to wrinkle. Fold line is woven in... feels handkerchief-soft.



Laundrying won't hurt it! It's easy to launder—the collar is ironed flat, and because the fold line is woven in, it folds almost by itself. You can't even iron-in wrinkles. No starch, less ironing mean more comfort, longer wear.



Work won't wrinkle it! No matter how active you are, that handsome Van Heusen "Comfort Contour" collar styling always gives you a neat, smart look. Even the collar points resist curling.

won't wrinkle ever

Van Heusen 
REG. U. S. P. O.
CENTURY
shirts

\$3.95 and \$4.95





Cecil Beaton covers:

The Wedding of the Year

*World-Famous Camera Artist
photographs Wedding
of Woodbury Deb*



When Cecil Beaton was asked to put his camera magic to work for Woodbury, it was a happy assignment... for *two* good reasons.

The first... was that the wedding of Deyanne Farrell and Herbert Miller, Jr., was a memorable affair at New York's magnificent St. Patrick's Cathedral.

The second... was that Woodbury-beautiful Deyanne, in her gown of heirloom lace, was one of the loveliest brides of this or any other season!

Here are the pictures that prove it, as caught by the camera of Cecil Beaton at St. Patrick's Cathedral and the Plaza Hotel in New York.



DEYANNE'S gown of lace over satin was perfect for her olive skin. Her beautiful complexion is cared for by Woodbury, the soap with the beauty-cream ingredient.



RECEPTION for a beautiful bride. Her face adorned many magazine covers; enjoyed many facials with Woodbury. Its gentle lather won't cause "skin-burn."



SHE TELLS a bride's secret, hidden by a veil of heirloom princess lace. Deyanne keeps no secrets about her beauty care... skin-smoothing Woodbury Facial Soap.



DEYANNE WANTS the touch of no other soap but Woodbury. It's a true beauty soap, actually made by skin specialists. She uses *bath-size* Woodbury, too.

No "Skin-Burn" with Extra-Mild Woodbury



MUSTACHE COLLAR by Rochas, polka-dot collar, upper arm bracelet by Fath, inspired U.S. copies.

“Bargain Basement” Styles from France

The *boutique* is to the *haute couture* almost what the bargain basement is to U.S. department stores. Small shops set up to make use of expensive salons' ground-floor space, they originally sold perfume, jewelry and accessories. Then they began to carry casual clothes which, by salon standards, are inexpensive—as low as \$58 a dress—with one fitting instead of the usual four. This year U.S. women's-wear buyers came

back from Paris as steamed up by what they found in the *boutiques* as by what they found upstairs in the salons. The *boutiques* specialize in original gadgets like the handle-bar collar above, made by Marcel Rochas to promote a perfume called *Moustache*. They also cater to the American taste for “separates” with ideas like Balmain's nine-layer skirt (p. 140), most widely copied of the season's *boutique* imports.



SCHIAPARELLI BOUTIQUE was Paris first, displays sportswear and accessories amidst weird décor.



ARE YOU REALLY SURE OF YOUR PRESENT DEODORANT? TEST IT. PUT IT UNDER THIS ARM

PUT **FRESH**, THE NEW CREAM DEODORANT, UNDER THIS ARM. SEE WHICH STOPS PERSPIRATION—PREVENTS ODOR **BETTER!**

Are you always Lovely to Love?

Suddenly, breathtakingly, you'll be embraced . . . held . . . kissed.

Perhaps tonight.

Be sure then, that you are always lovely to love; sweet and alluring. *Never* uncertain. So many lovely girls depend on Fresh Cream Deodorant because it is completely effective—*stops* odor—*stops* perspiration worries completely. Fresh is different from any other deodorant you may have tried—creamier, more luxurious, and really effective.

Test Fresh against *any* other deodorant—creams, messy liquids, hit-or-miss sprays or powders. You'll never change to another once you've begun to use Fresh Cream Deodorant.



New! Here is a Fresh Cream Deodorant in a handy new tube for those of you who find a tube more convenient.

BOUTIQUE FASHIONS CONTINUED



NINE-LAYER DRESS by Balmain has seven net skirts in different colors, one of lace and a basic white piqué (*on model*) over which the others are worn.



ALL LAYERS AT ONCE make a big skirt. They can be worn this way or in any combination. In Macy copies, piqué skirt is \$12.50; lace, \$16; net, two for \$9.

[CONTINUED ON PAGE 142](#)



The Empire Room in Chicago's famous Palmer House is admired and remembered around the world by connoisseurs of fine dining! Here, in the gilt-and-onyx grandeur of an Empire salon, you're served with food Napoleon would have envied. And here your celebrated host, Fritz Hagner, naturally serves you Meadow Gold—butter at its very best! Delicious, delicate Meadow Gold Butter is yours to enjoy at home, too. For your neighborhood food store has it . . . kept fragrant and churn-fresh for you in its special wrapper of aluminum foil. Ask for it today. Meadow Gold, the butter the Empire Room serves!

At your house... **serve the finer butter that's**
served at Chicago's famous *Palmer House*



You get all the nutritious butterfat of 10 full quarts of milk in every pound of Meadow Gold Butter! Meadow Gold is specially churned for *smoother* spreading. What's more, in many localities this fresh, delicate, high-score butter now comes wrapped in aluminum foil. Keeps that Meadow

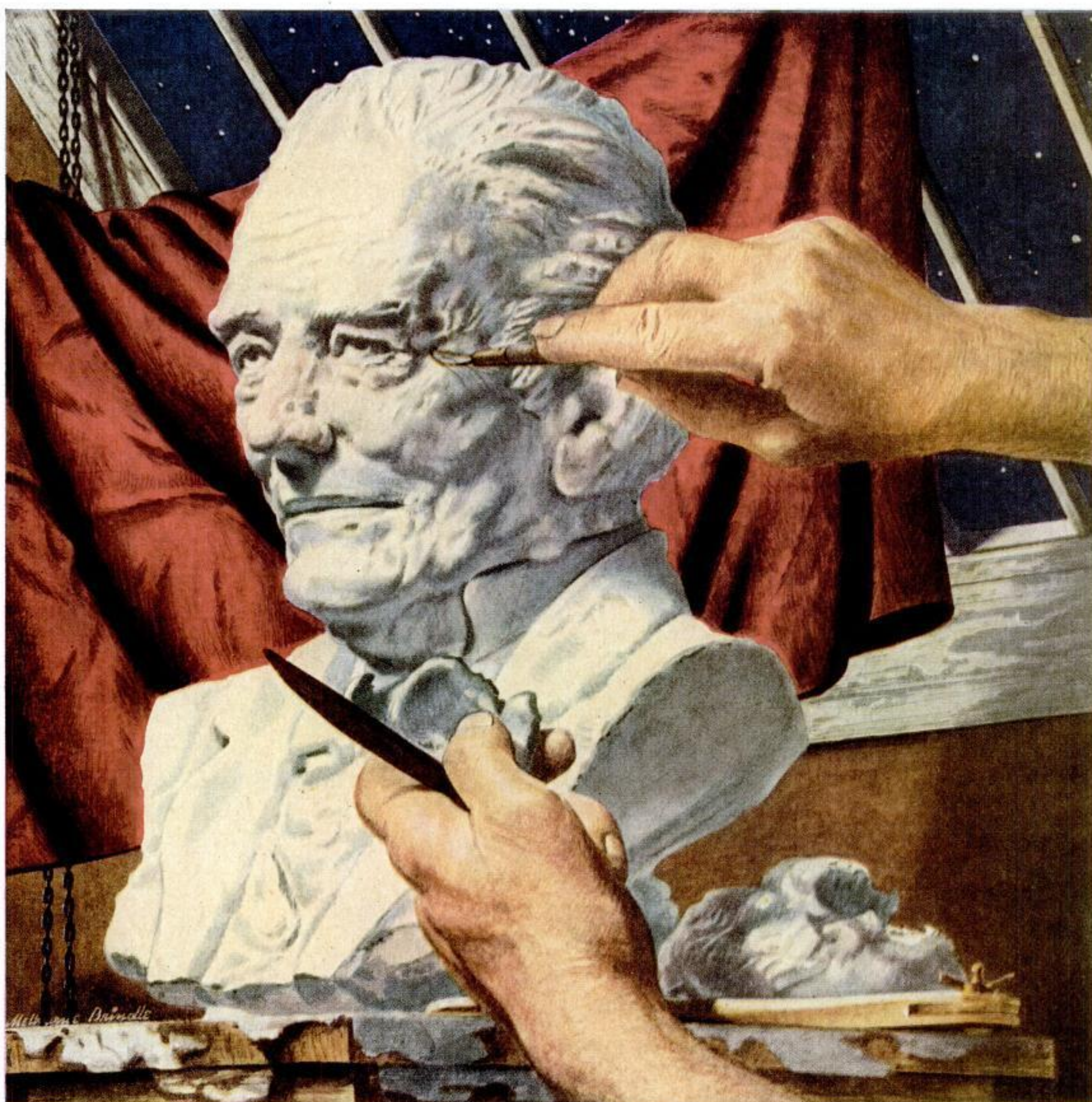
Gold goodness twice as long; prevents "visiting" by other flavors in your refrigerator. And each quarter pound is individually wrapped—so the last tastes as fresh as the first. You can buy by the pound and save. Today, ask at your neighborhood food store for Meadow Gold Butter.

Meadow Gold Butter



Try these products of Beatrice Foods Co.:
 Meadow Gold Ice Cream
 Meadow Gold Milk
 Meadow Gold Salad Dressing
 Meadow Gold Cheese
 Chox Instant Hot Chocolate

Made from only the choicest grade cream. Churned fresh daily. Rushed to your food store in special insulated trucks. No wonder Meadow Gold Butter's so delicious, so dewy-fresh!



It takes skill to produce
OLD GRAND-DAD



100 PROOF



The mellow, heart-warming flavor of Old Grand-Dad has its source in nature—but only sheer distilling skill could assist nature in producing a bourbon so smooth and satisfying as The Head of the Bourbon Family. The first golden drop that passes your lips will tell you why Old Grand-Dad has become a prime favorite among those who know, and are satisfied only with, the best! Won't you try it—next time?

KENTUCKY STRAIGHT BOURBON WHISKEY

National Distillers Products Corporation, New York, N. Y.

Head of the Bourbon Family



SEMIEXPOSED SHOULDERS are laid bare by these sweaters from Schiaparelli boutique. They are Hattie Carnegie imports, left to right cost \$35, \$25 and \$15. "Schiap's" whole career started with fancy sweaters for casual wear.



MODEST MIDRIFTS, bared by the short sweaters, are covered for street wear by piqué jerkins. Also a Schiaparelli idea, Macy's copies are: left, V-neck jerkin (\$6) over middie (\$8); right, shoulder strap halter (\$8) over cardigan (\$9).

The New Shape is the news

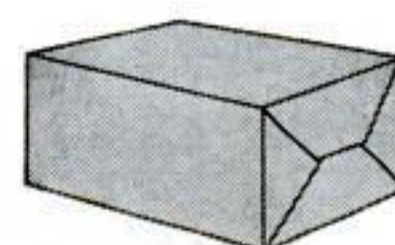


The new-shape lantern sleeve—news because of its roundness and greatness! Designed for a special purpose—to contrast with the new narrow silhouette.

The new-shape Modess box—another design with a purpose! News because it's cleverly shaped *not* to look like a napkin box!

Wrapped, it keeps your secret—so nicely. And now—no waiting, no embarrassment—Modess is pre-wrapped before it even reaches your store.

Same number of fine napkins. Same price. Regular, Junior and Super Modess sizes.



Only Modess comes in the new-shape box...pre-wrapped

Mother's Day

MAY 14

Remember her with a Genuine O-B RING

She will treasure it, of course as mothers will, for your loving thoughtfulness. Show her the O-B quality mark inside and she will wear it with enduring pride, for it is made by Ostby & Barton Company, America's foremost ring manufacturers. See the selection of appropriate cameos, and other O-B rings just as lovely, at your jeweler's. All modestly priced for exceptional quality.



Lady Carlotta.
Graceful, genuine cameo, handset in oval shaped delicate 10K gold mounting. \$12.00 Plus tax.



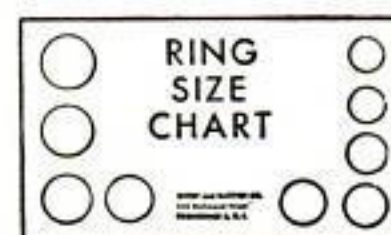
Lady Margaret
Oblong genuine cameo for the slender finger, handset in graceful 10K gold mounting. \$9.95 Plus tax.



Lady Kathryn
Exquisite genuine cameo with real Diamond pendant, handset in beautiful 10K gold mounting. \$17.95 Plus tax.

FREE! SIZE-CHART

With this perforated size-chart you can determine proper ring size, give rings as gifts and be sure they fit. Saves you possible inconvenience of return for alterations. Also contains information and illustrations of 12 birthstones in color. Write Ostby & Barton Company, 116 Richmond St., Providence 2, R.I.





LIGHTED BARGE FLOATS DOWN SAN ANTONIO RIVER TO START WATER PAGEANT WELCOMING "KING ANTONIO"

Life Goes to a San Antonio Fiesta



KING ANTONIO JOINS SMALL FRY ON FERRIS WHEEL

Seven-day civic binge celebrates favorite Texas military victory


The normally boisterous people of San Antonio, Texas were more unrestrained than ever last week. With an exuberance that would weary any non-Texan they dressed up in garish costumes, elected a businessman as King Antonio XXVIII and a debutante as queen, held parties outdoors even when it rained, floated down the San Antonio River in lighted boats, danced in the streets and staged not one but three mammoth parades, brass bands alternating *Dixie* and *The Eyes of Texas*. It was all part of the city's 55th observance of the Fiesta San Jacinto, a seven-day-long exercise that annually commemorates Texas' favorite battle—the victory at San Jacinto over Mexico in 1836 which won Texas her independence. So contagious was the carnival spirit that even San Antonio's Mexican population, for whose ancestors San Jacinto was a humiliating defeat, joined in the partying as if they had thought it all up themselves. The only protesting note came from some churchgoers who objected to carnival shows being set up in the street in front of the city's stately old San Fernando Cathedral. "The fiesta just takes over the town," explained a city commissioner helplessly. "All we can do is throw up our hands."



WAGONLOAD OF COSTUMED KIDS ROLLS DOWN SAN



SAN ANTONIO'S HOUSTON STREET IN THE "WESTERN PARADE," WHICH ENLISTED 2,000 PEOPLE, 500 HORSES AND 7 OXEN AND WAS WATCHED BY 40,000 SPECTATORS



ACHIEVE THE NEW
EXOTIC EYE MAKE-UP

WITH *Maybelline*

PREFERRED BY REALLY SMART
WOMEN THE WORLD OVER —

EYE SHADOW • EYEBROW PENCIL • MASCARA



EMPIRE

BABY PANTS
are better!

A They're guaranteed waterproof (without rubber!) Made of durable, washable, odorless plastic.

B They're laboratory tested and approved. Oil and acid resistant.

C They're cut for comfort. So featherlight and soft. Available in many popularly priced styles.

Ask for the new Pant-Ette—holds baby's diaper on without pins

COMMENDED BY PARENTS' MAGAZINE

EMPIRE SHIELD CO., INC.
588 Broadway, New York 12, N. Y.

MOTHER knows best

and the Best is



Pat 1891833

WALES \$5 plus fed. tax

Hollywood PINCH PURSE

Smartly styled . . . created for convenience . . . mom can forget hand-bag fumbling!

Just pinch the sparkling gold metal frame . . . and there's a Wales bill-fold, "Kant Spill" plastic coin holder, key case, photo frame and button down purse for odds and ends.

everything's handy . . . nothing rattles . . . nothing spills!

A gift she'll be proud of!

Choice of: Imported Pig, Chameleon, Goat, or Morocco in black, brown, green, red.

WALES

Wales Columbia Walecraft Ltd.
22 WEST 32nd STREET NEW YORK 1, N. Y.



SMALL SPECTATORS heave confetti down at the participants in Western Parade from the balcony of San Antonio's old Menger Hotel on Alamo Plaza.



SMALL PARTICIPANTS in smallest floats of the entire fiesta are hauled down the street by a Brahman bull ridden by Rodeo Performer Jack Andrews.

CONTINUED ON PAGE 142

MOST REMARKABLE FIGURE IN MODERN HISTORY

The CAMP TRANSPARENT WOMAN

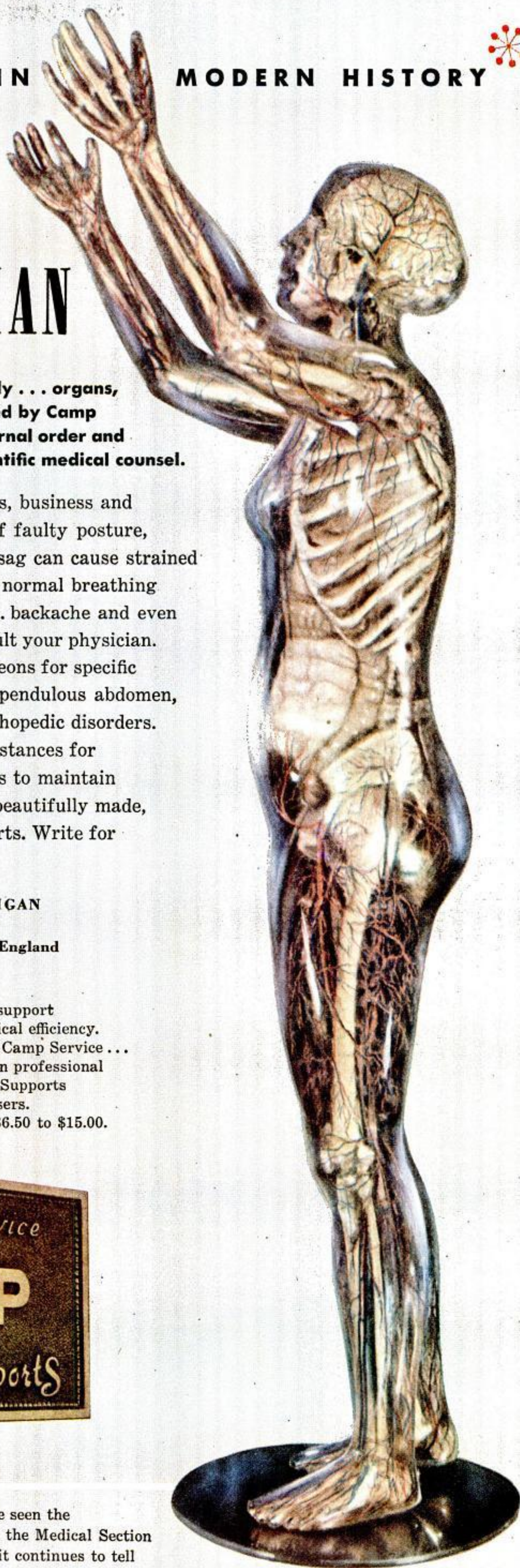
Look right into the marvelous mechanism of the human body . . . organs, bone structure, veins and arteries. A life-size exhibit created by Camp that women may understand the vital relation between internal order and external beauty . . . and appreciate the importance of scientific medical counsel.

Millions of busy women . . . homemakers, industrial workers, business and professional women . . . are physically below par because of faulty posture, overweight, underweight and other figure problems. Body sag can cause strained muscles and cramped internal organs . . . interference with normal breathing and circulation . . . excessive physical strain and fatigue . . . backache and even foot troubles. When such symptoms persist, be sure to consult your physician. Camp Supports are often prescribed by physicians and surgeons for specific conditions like the prenatal and postnatal states, obesity, pendulous abdomen, visceroptosis, postoperative states, sacro-iliac and other orthopedic disorders. They are also recommended by many physicians in many instances for general wear since they are designed along anatomical lines to maintain better body mechanics. Camp Supports are ready to wear, beautifully made, light in weight, comfortable . . . and precision fitted by experts. Write for free booklet, "The Inside Story of Scientific Support."

S. H. CAMP AND COMPANY • JACKSON, MICHIGAN
World's Largest Manufacturers of Scientific Supports
Offices in New York • Chicago • Windsor, Ontario • London, England



SEE FOR YOURSELF what scientific support can do for your appearance and physical efficiency. Visit your nearby store of Authorized Camp Service . . . see their expert fitter who is trained in professional standards of individual service. Camp Supports are never sold by door-to-door canvassers. Priced according to intrinsic value: \$6.50 to \$15.00.



20,380,000 PEOPLE including 55,000 physicians and surgeons have seen the Camp Transparent Woman on tour and in "her" permanent home in the Medical Section of the Chicago Museum of Science and Industry. This famous exhibit continues to tell the story of Internal Order and External Beauty to over a million visitors each year.

PERFECT FOR MOTHER'S DAY . . . **AND ALWAYS**

GIFTS BY

Elgin American

Give her these treasures she's pictured as her very own. An Elgin American *compact* styled with tailored simplicity or bejeweled elegance. Thrill her with Elgin American's high fashion Majorca-made simulated *pearls*, rich with their subtle inner glow of charm. Delight her with the luxurious convenience of a queenly *dresser set*. Compliment her with an Elgin American *lighter and cigarette case*—young-in-heart gifts for every modern mother. All are lasting gifts—not temporary tokens—and all are outstanding values because they're made by Elgin American precision craftsmen.

"Duchess"—\$8.75

"Debutante"—\$7.50

"Haleah"—\$8.75

"Caper"—\$7.50

"Lite-O-Matic" Combination lighter and cigarette case—\$25

"Lady Bug"—\$7.50*

"Sweetheart"—\$7.50

"High Button Shoe"—\$12.50*

"Mother"—\$4.95

"Plume" Sterling silver, 14K gold design—\$27.50*

"Fabulous" in black satin case—\$25*

"Queen For A Day" for Mother—\$5.95

"Nocturne" in black satin case—\$25*

"Evening Star" Simulated pearl necklace. Gold plate sunburst pendant with pearl and sapphires simulated in exquisite taste. \$15*. Earrings to match—\$10*. Jewel box—\$12.50.

"Pandora" Compact including a single strand of simulated pearls—\$6*

"Petal"—\$1.95

"Springtime"—\$3.95

"Fleur-de-lis"—\$2.95

"Iris"—\$4.95

"Lovelock"—\$3.95

Dresser set in rich jeweler's bronze. 10 pieces, as shown—\$37.50. (Others from \$7.95)

American Beauty
BY ELGIN AMERICAN
THE COMPANION LINE FOR THE THRIFTY \$1.95 UP

*Plus tax

©1950, Elgin American, Elgin, Illinois



LATIN-AMERICAN PARTY entitled "The Rhapsody in Spring" is given by the members of the Marizel Club, doing popular Mexican dance, *La Raspa*.



PARTY FOR TOURISTS put on in La Villita, an old Spanish section of the city, includes a vigorous castanet dance. More than 6,000 came for this show.

CONTINUED ON NEXT PAGE

GAY YOUNG THING:
Oh good! Hot dogs
and mustard!

WORLDLY-WISE ONE:
You mean hot dogs
and good mustard!

EXCITING MUSTARD DISCOVERY~
Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a tantalizing dash of horseradish—blended with all the skill and finesse you'd expect of Best Foods! Whenever the recipe calls for mustard, you'll do *better* with Best Foods Mustard-with-Horseradish. Get a jar—today!

**MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE**

**NEW NYLONS, SO DIFFERENT
AND BETTER, THEY'RE PATENTED**

3 V's

WHY DIFFERENT? Because of exclusive, patented features and new knitting techniques. **WHY BETTER?** Because Larkwood's three V's—Vamp-Top (inset above), Vamp-Toe, and Volu-Metric dimensioning for Small, Medium and Tall—set it apart as the *one* stocking that fully meets *all four* of the critical standards of nylon value: *Looks, Fit, Wear, Comfort*. For names of stores carrying Larkwoods, write Chadbourn Hosiery Mills, Inc., Charlotte, N. C.

LARKWOOD VOLU-METRIC NYLONS
LEGS LOOK LOVELIER IN LARKWOODS

Expecting Guests?



**Your
Barman
in a
Bottle
(HUGH
BLINE)
comes
to the
aid of
the
party**



■ Don't do it the hard way.
Do it the Heublein way!

Serve better cocktails, with less work.
Made of the finest liquors by *cocktail*
specialists. Ready mixed. No fuss.
No waste. Just stir with ice and serve.

EIGHT KINDS

MANHATTAN, 65 proof	DAIQUIRI, 60 proof
DRY MARTINI, 65 proof	OLD FASHIONED, 70 proof
GIBSON, 75 proof	WHISKEY SOUR, 60 proof
very dry Martini	STINGER, 65 proof
SIDE CAR, 60 proof	

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S *Club* COCKTAILS

San Antonio Fiesta CONTINUED



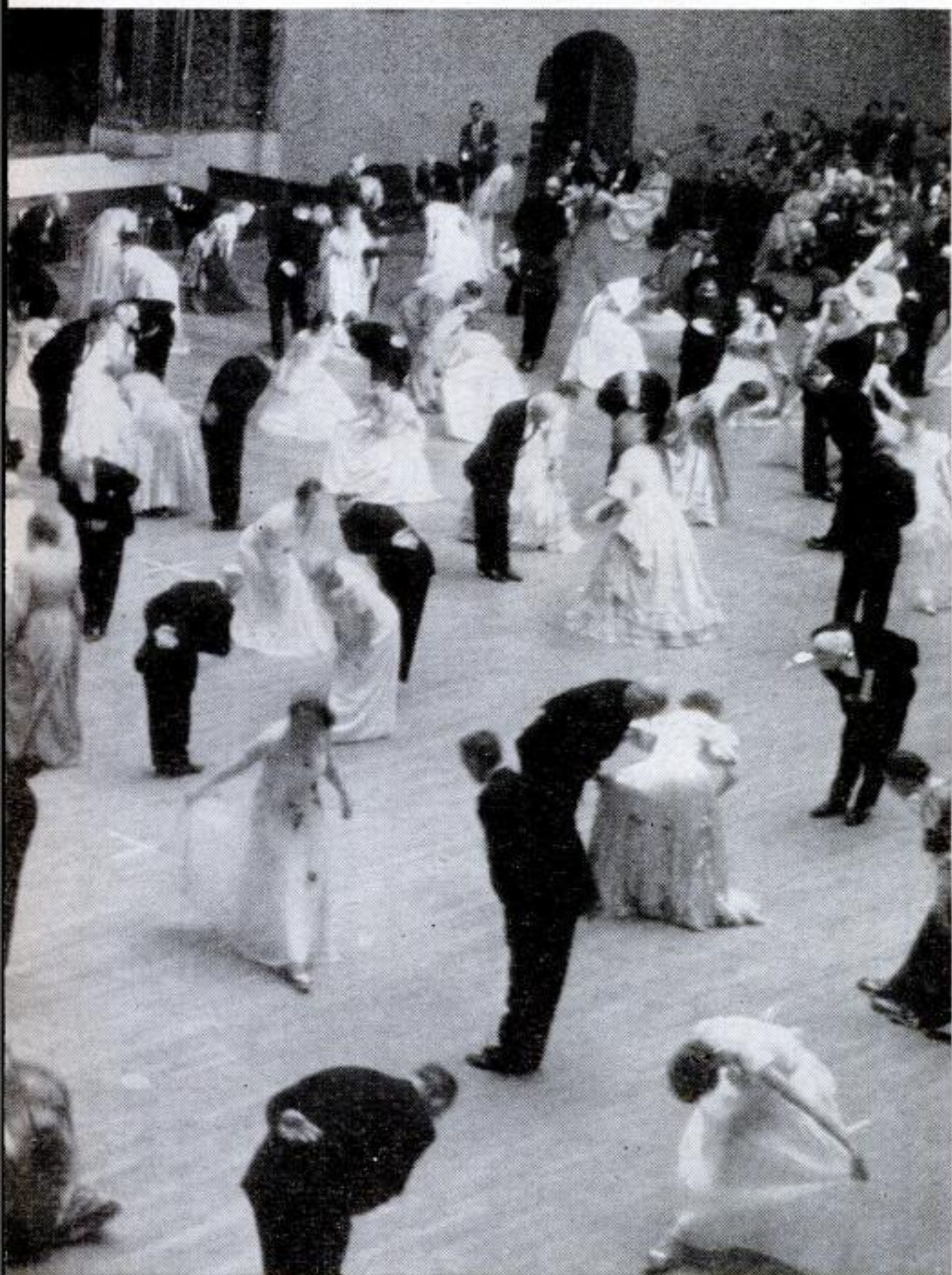
DAUGHTERS OF TEXAS TRAIL DRIVERS wear traditional costumes for their annual meeting at the Gunter Hotel. To belong, a Daughter must



TEXAS PIONEERS, dancing at their annual grand ball in the municipal auditorium, go through the elaborate steps of the lanciers. Pioneers must be



be descended from one of the trail drivers who herded cattle from Texas round-up points to terminals in Kansas in the years following the Civil War to 1895.



able to trace their ancestry or their spouse's ancestry to Texans of 1880 or before. The society has about 1,000 members, whose ages range from 15 to 95.

Mother's Day
MAY 14th

Thrill Mother with a **FLEX-LET** EXPANSION BAND

- GIVES HER WATCH A LUXURY LOOK
- ADDS NEW SMARTNESS TO HER WRIST

- Guaranteed One Year
- Almost Unbreakable
- 1/20 12K. Gold Filled Top

The Deb
Smart, modern.
All expansion.
\$5.95 tax incl.

Slenderette
So sleek, so trim.
All expansion.
\$9.00 tax incl.

Slenderette De Luxe
Slim! All expansion!
Exquisite 'fashion
ends'. \$9.00 tax incl.

On and off in a
jiffy! Fits all wrists!

Combination
Snake chain ends,
expansion center.
\$9.00 tax incl.

Featured by Jewelers everywhere
FLEX-LET CORPORATION
Famous for Quality Since 1919
E. Providence, R. I. • Canada: Arennes Inc., Montreal

Something Wonderful

happens to your BAKING



because there's something **EXTRA** *in a Flame!*

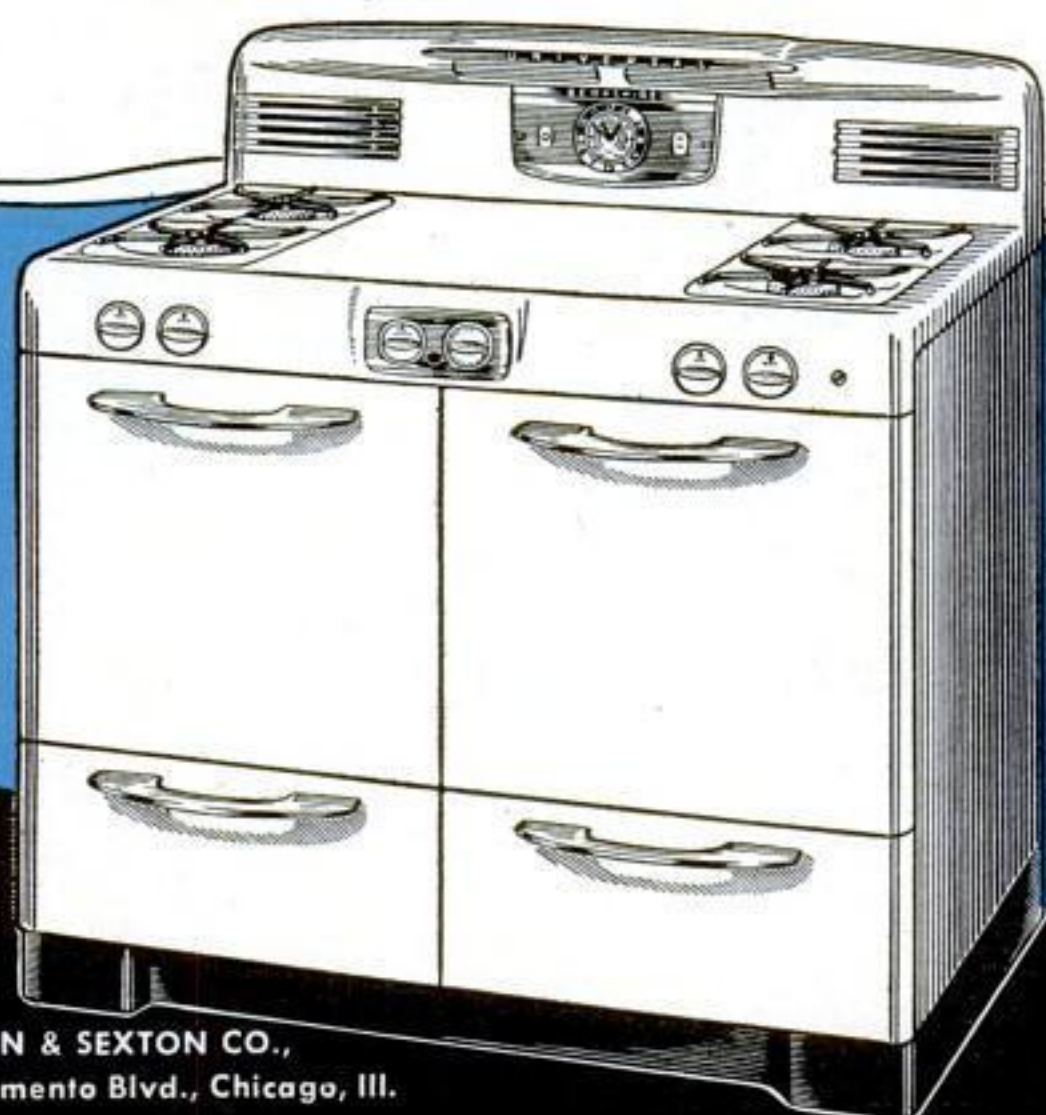
• LIVE ACTION naturally makes *flame* baking the best and surest of all. Live flame heat constantly circulates around and *through* your baking—assuring uniformly perfect results every time.

In the spacious, precision ovens of the new 1950 Universal Gas Ranges this naturally better heat is controlled to a wonderful new degree of perfection. You actually bake and roast in any or all parts of the oven at exactly the temperature you set. And never, *never* any shifting from top to bottom, side to side.

See these new precision ovens, Simmer-Save top burners, easy-to-clean Whirlpool broilers and other features in the new 1950 Universal Gas Ranges.

Universal

GAS RANGE



CRIBBEN & SEXTON CO.,
700 N. Sacramento Blvd., Chicago, Ill.

MISCELLANY



WHITNEY PUTS HIS PET INTO BATHTUB FOR A SWIM, WHICH IT ENJOYS

PYTHON IS A BOY'S PAL

Most youngsters who like to play with snakes have to be content with tiny garter snakes, but 14-year-old Whitney Pope of Winnetka, Ill. has a 10¾-foot python as a pet. His father, curator of reptiles at the Chicago Natural History Museum, brought the snake home four years ago. Although not poisonous, pythons can kill a human by constriction, so Whitney usually does not play with his reptile pal unless there is an adult nearby. So far the python has been docile. But once, when Whitney took the pet to bed with him, it bit his toe and had to be pulled off.



FOR EXERCISE Whitney lets the python climb up and down the steps. The snake lives in a box in the cellar but is occasionally given the run of the house.

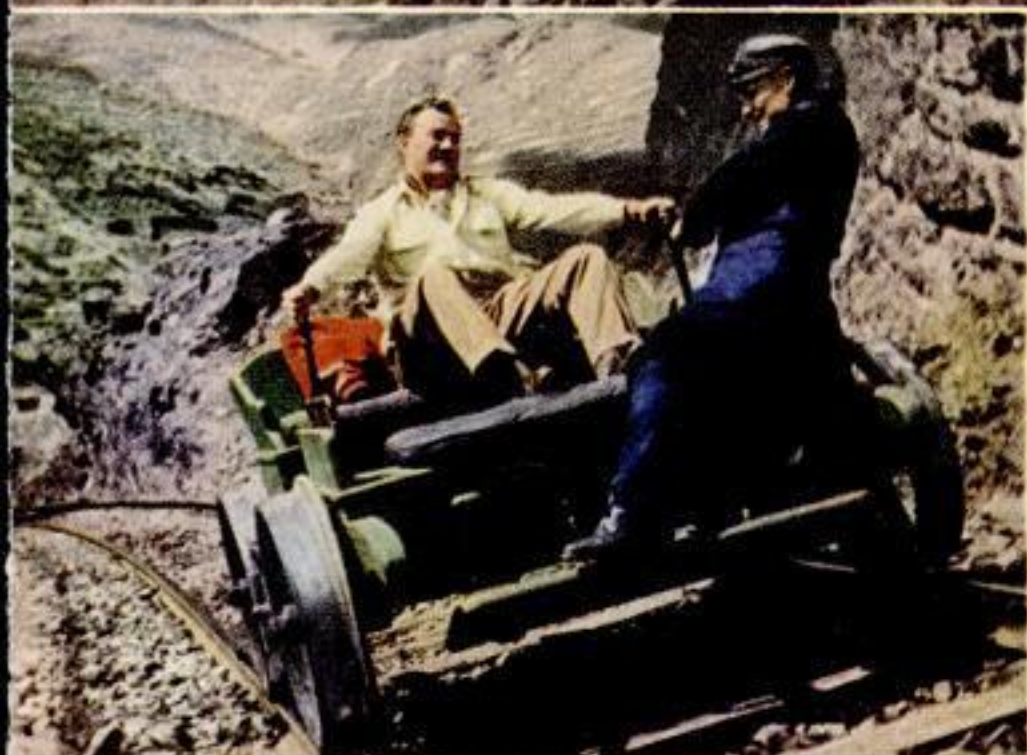
Chased down a Llama trail



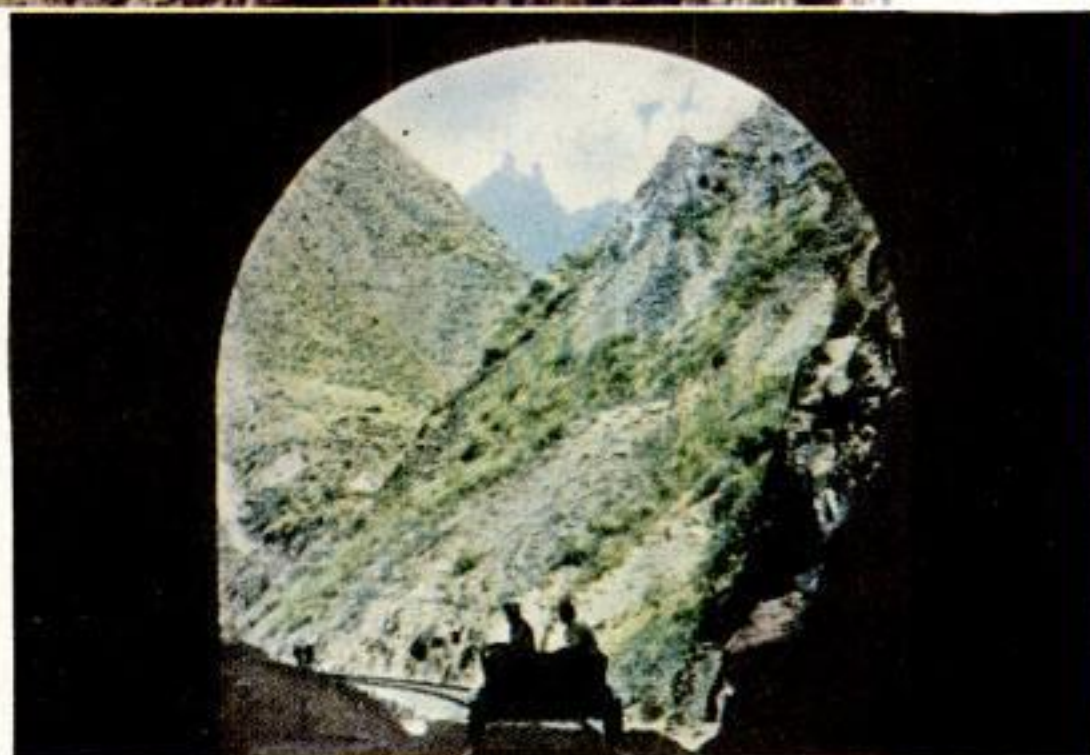
by an
Iron Horse



1 "I had to sign my life away to wangle a ride on the world's highest standard gauge railroad," writes Ernest Parsons, an American friend of Canadian Club. "The Central Railway of Peru abruptly drops 3 miles down through the Andes to Lima. Frequent landslides and washouts can be death on trains. So riders on a 'gandy wagon' in front of each train are fall guys for track trouble. What a ride...!"



2 "It was pull-for-your-life on the brakes every time rocks on the tracks made us stop. We'd clear the rocks away...and then have to let 'er rip to put distance between us and that train highballing down the rails behind us."



3 "Through ink-black tunnels we rocketed, along sheer cliffs, over dizzying trestles...all at breakneck speed. We had to get down on schedule. *No one* dares remain in these valleys after dark. Night-swarming sandflies carry the Verrugas fever that once made the C.R.P. a deathtrap for some 10,000 workers."



4 "Safe at Lima, I felt lucky to be alive. 'I'll take *this* kind of high-balling any day,' I said to my host at the Bolivar Hotel. For the waiter was pouring Canadian Club!"

5 "Anywhere a llama goes, I can take a railroad." That was the boast of the American who engineered the C.R.P.," says Mr. Parsons in a postscript. "As for me, anywhere *I* go, Canadian Club always seems to have arrived ahead of me. Wherever I ask for *the best in the house*, in any part of the world, they usually serve me my

favorite whisky...Canadian Club!" Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long...in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottles from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation due to smoking **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



"As a singer, naturally I smoke the cigarette that agrees with my throat...CAMEL!"

LANNY ROSS

The 30-day test won Lanny over to Camels. The golden tenor voice that has entertained millions explains: "The test showed me how much fun smoking can be! Camels suit my throat, and they're a great-tasting smoke."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

"ON MY JOB, MY THROAT GETS A WORKOUT. THAT'S WHY I MADE MY OWN 30-DAY TEST AND CHANGED TO CAMELS FOR KEEPS!"



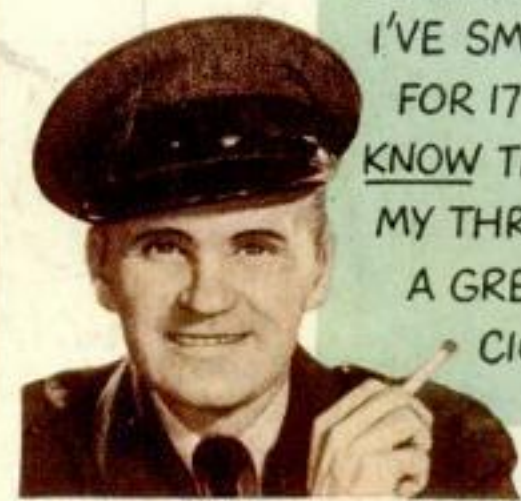
TELEPHONE OPERATOR MRS. ETHEL JAMES

"THROAT IRRITATION DOESN'T GO IN MY JOB—I SMOKE ONLY CAMELS. THEY'RE RIGHT FOR MY THROAT—THEY'RE COOL AND MILD!"



COSMETIC DEMONSTRATOR MADELINE OSTROWE

"I TALK TO THOUSANDS OF SHOPPERS. WHEN I SMOKE, I HAVE TO THINK OF MY THROAT. THAT'S WHY CAMEL IS MY CIGARETTE. CAMELS ARE SO MILD!"



MUSEUM GUIDE WALTER McGRATH

"30-DAY MILDNESS TEST? I'VE SMOKED CAMELS FOR 17 YEARS AND I KNOW THEY AGREE WITH MY THROAT! THEY'RE A GREAT-TASTING CIGARETTE, TOO!"

RADIO ANNOUNCER
GEORGE ANSBRO



• You have the word of Camel smokers... of noted throat specialists... but test Camels for yourself in your "T-Zone" (T for Taste and T for Throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked!

Start your own 30-Day Camel MILDNESS Test Today!